

Roshanak Haghghi Bardineh

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Summary

Experienced UX Researcher skilled in qualitative and quantitative research methods, with a track record of delivering actionable insights to improve product usability. Passionate about uncovering user needs and behaviors to drive successful product design.

Education

Master's student in Design Management

Sep 2023 - Present

[Ravensbourne University London](#) London, United Kingdom

Bachelor of Industrial Design (Full Scholarships)

Feb 2013 - Feb 2017

[University of Art Tehran](#), Iran

Overall GPA: 3.63/4 Major GPA: 3.73/4 (A-)

Final project: Basaat, Design PSS (Product Service System) of urban furniture for the supply chain of goods and services special for small and home businesses.

Grade: A

Work Experience

UX Researcher (Full time)

Aug 2019 - Sep 2023

[Divar](#) Leading online classified ads in Iran with over 35 million users

- Reduced the consuming time for fraud detection operations by **14%**.
- Decreased scam rate in work-from-home job ads by **24%**. Measured the rate of non-scam job ads. Gathered a list of suspicious ads to add them to verification process.
- Conducted Usability tests from the dashboard for real estate agents that the extra ad quota purchased by real estate agents increased from **20%** to **34%** right after the release. The income grew steadily during the last 20 months.
- Conducted Usability tests before and after redesign filters in real estate category. Increased filters SUS (System Usability Scale) metric after redesign from **73.6** to **80**

UX Designer and Researcher (Full time)

May 2018 - Aug 2019

[Shab](#) Online marketplace for short-term home stays

- Conducted usability tests
- Researched and Prototyped accommodation registration's flow
- Wireframed and Designed the Hosts Mobile App

Assistant Service Designer (Part time)

Apr 2017 - Apr 2018

[Digargoony Design Agency](#) Serves industries to make shared, sustainable futures

- Participated in the preparation of two Service Design courses: Research for Service, Prototype for Service
- Took part in the creation of **Research for Design Toolkit**; a canvas for planning & executing research

Designer Intern (Part time)

Kyte A startup focused on facilitating logistics for small businesses

May 2017 - Oct 2017

- Collaborated in fulfillment Process Design
- Conducted field research
- Created content: Took photos, Made a stop motion and video of the team for investors

Licenses and certifications

IDF Membership

Interaction Design Foundation
Issued Jan 2020

Design: Creation of Artifacts in Society

Coursera - University of Pennsylvania
Issued Jun 2020

Art Entrepreneurship Course Certificate

Sharif University of Technology
Issued Apr 2016

Lectures and Mentorships

UX Research Mentor

ADPlist
Dec 2022 - Present

User Research Instructor

United Nations
Apr 2021

UX Design Mentor

Startup Weekend - Babolsar
Nov 2017

Skills and Tools

UX Research

Usability Test, User Research Analysis, Interviews, Surveys, Quantitative Methods

UX Design

Sketching, Wireframing, Prototyping, Benchmarking

Service Design

System Map, Journey Map, Lotus Blossom, Service Blueprint, Business Model Canvas

Industrial Design

Physical Prototyping, 3D Modeling, Sketching, Evidence-Based Design

Tools

Figma, Sketch, Axure, Adobe XD, Rhino 3D, SolidWorks, Adobe Illustrator, Microsoft Excel

Projects and Presentations

Optimizing Operation of Fraud Report Review (2023)

Decreased Scam Rate in Work-From-Home Job Ads (2022)

Dashboard for real estate agents (2020)

Bachelor's Final Project: PSS of An Urban Furniture for the Small Businesses (2017)

Wheelchair Accessory Design (2015)

Packaging Design (2015)

Language Skills

English: B2

Persian: Native

IELTS Academic Overall Band Score: 6
Speaking 6.5

Kurdish: Native

Volunteering

TEDx IUST

Marketing Team Member
Aug 2017 - Feb 2018

Industrial Design Community of TUA

Member
Mar 2016 - Feb 2017

Global Service Jam

Executive team members
Feb 2016 - Mar 2016

TEDx University of Tehran

News Reporter for idreporter.com
Nov 2015

Startup Weekend Art

News Reporter
Oct 2015

Art Design Camp

Organizer
Apr 2015 - May 2015

DASTAVARD Iran's first specialized Industrial Design (ID) journal

Student Representative
Jul 2016 - Jun 2017

Hobbies and Interests

Photography, Plant Parenting, Travel, Painting, Hand Printing