

Roshanak (Roxana) Haghighi

roshanakhaghighi.com [Email](#) [Linkedin](#) London, United Kingdom

[Instagram Design Page](#) [Telegram Channel](#) [YouTube Channel](#)

Summary

Experienced Senior UX Researcher with a proven track record of driving impactful solutions and strategic decision-making for complex challenges. Skilled in leading qualitative and quantitative research to support digital transformation and building foundational product development systems for AI-driven innovation

Work Experience

UX Researcher (Full time) Aug 2019 - Sep 2023

Divar A leading marketplace connecting buyers and sellers in Iran with over 38 million users

- Led research to streamline user issue resolution by transforming CRM tags in the support team, achieving a **70%** reduction in daily call volumes (**10,000 to 3,000**), and establishing a foundation for AI-driven support.
- Led the research and design optimising of fraud detection operations, reducing review time by **14%**.
- Decreased scam rate in work-from-home job posts by **24%**. Measured the rate of non-scam job post. Gathered a list of suspicious post to add them to the verification process.
- Conducted usability tests for the real estate agents' dashboard, which resulted in an increase in the extra post quota purchased by real estate agents by **34%** immediately after the release.
- Organised, planned and hosted a pioneering accessibility event featuring experts with disabilities, reaching over 200 UX professionals to bridge the gap between designers and diverse user needs in regions with limited accessibility regulations.

Junior UX Designer and Researcher (Full time) May 2018 - Jul 2019

Shab Online marketplace for short-term rentals, vacation stays

- Conducted usability tests
- Designed and wireframed the host mobile app
- Researched and prototyped accommodation registration's flow
- Designed main page and accommodation page

Assistant Service Designer (Contract) Apr 2017 - Apr 2018

Digargoos Design Agency Serving industries to create shared, sustainable futures

- Contributed to the preparation of two service design courses: "Research for Service" and "Prototype for Service."
- Participated in the development of the Design Research Toolkit, a structured canvas for planning and executing research initiatives.

Education

Master of Science in Design Management Sep 2023 - Aug 2024

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

Grade: Distinction 74.22/100 (A-)

Final project (**Grade: Distinction**): Investigating the usage of Generative AI in product management for SaaS Development to aid in decision-making

Bachelor of Industrial Design Feb 2013 - Feb 2017

[University of Art Tehran](#), Iran

Grade: 3.73/4 (A-)

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

Side Projects

DesignGrapes A non-profit website offers comprehensive design resources with 1,135 books, online courses, and videos to support UX professionals

GrapesAI A career guidance AI Chatbot powered by Design Grapes' knowledge base

Iteration A videocast on all design in tech industry!

- Co-host and led the content strategy of ux research, product management, career growth, career pivot, focused on practical insights, resulting in consistent audience growth
- Produced and hosted **8 of 20 episodes of 'Iteration'**, achieving **over 18,500 views on YouTube**.

Skills and Tools

UX Research

(Remote) Usability Testing (Moderated/Unmoderated), Concept Testing, (In-depth) Interview, Qualitative Analysis, Survey, Quantitative Methods, Secondary Research, Contextual Inquiry, Heuristic Evaluation,

UX Design & Service Design

Sketching, Wireframing, Prototyping, Benchmarking, System Map, Journey Map, Lotus Blossom, Service Blueprint, Business Model Canvas, System Thinking

Tools

Figma, Sketch, Microsoft Excel, Project Management (Jira, Asana, Trello, ClickUp), Metabase, Adobe XD, Adobe Illustrator, Adobe Photoshop

Projects and Portfolio

The Distribution of CRM Tags To Decentralised Call Centre

Divar | Senior UX Researcher at Support Department | Completed in August 2023

Optimising Operation of Fraud Report Review

Divar | Senior UX Researcher at Support Department | Completed in Mar 2023

Decreased Scam Rate in Work-From-Home Job Posts

Divar | UX Researcher at Jobs Vertical | Completed in May 2022

Purchasing Additional post Quotas through the Dashboard by Real Estate Agents

Divar | UX Researcher at Real Estate Vertical | Completed in Dec 2020

Mentorships and Instructor

UX Research Mentor

ADPlist Dec 2022 - Present

UX Research Mentorship for Business

Radepa Dec 2023 - Present

UX Research Mentorship for Business

Qualia Innovation Design Agency Oct 2021 - March 2022

User Research Instructor

UNODC Apr 2021

Lectures

Design Research for Design managers

Rahnema College Oct 2024

User Research in Tech Companies - [Video](#)

University of Art May 2024

Publications

- Interview with Inclusive designer at IDRC OCAD Sepideh Shahi** [Divar Design Blog](#) Dec 29, 2021
English Version in [Medium](#) Nov 11, 2024
- Design Reasoning; Inductive, Deductive, Abductive** [Divar Design Blog](#) June 22, 2021
English Version in [Medium](#) Oct 30, 2024
- Interview with Harvard University Researcher Ameneh Fadaei** [Divar Design Blog](#) Nov 29, 2021

Content Creation

- How to Create a Custom AI Chatbot? | Best AI Tools for Designers Instagram [YouTube](#) Oct 2024
- AI, Machine Learning, and Deep Learning for UX Professionals [YouTube](#) Jul 2024
- How to Apply for a Master's in Design in the UK? [Instagram](#) [YouTube](#) Oct 2023
- How to get a Job as a UX Designer or User Researcher? [YouTube](#) Jul 2023
- What Are UX Design and User Research? How to Learn Them? [YouTube](#) Jul 2023

My Interviews with:

- Meysam Khankeshloo: Product Designer, Digital Artist, and Entrepreneur [Instagram](#) [YouTube](#) Apr 2022
- Mandana Sadeghi: Game Designer at Medrick Studio, MA Industrial Design [Instagram](#) [YouTube](#) Jan 2022
- Navid Akbarnejad: Innovation Designer from Linnaeus University, Sweden [Instagram](#) [YouTube](#) Dec 2021

Licenses and Certifications

Journey into the World of the Deaf

Iranian National network of Deaf non-governmental organisation
Issued Sep 2021

Design: Creation of Artifacts in Society

Coursera - University of Pennsylvania
Issued Jun 2020

Volunteering

Nazreh Danesh

UX Research Mentor Aug 2021 - Jan 2022

Industrial Design Community of TUA

Member Mar 2016 - Feb 2017

TEDx IUUST

Marketing Team Member Aug 2017 - Feb 2018

Global Service Jam

Executive team members Feb 2016 - Mar 2016

Language Skills

English: Professional working proficiency

Persian: Native

Kurdish: Native

Hobbies and Interests

Plant Parenting, Painting, Photography, Hand Printing, Travel