



Niloo Alavi

UX Designer & Researcher

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EDUCATION

University of Maryland College Park

MS | Human-Computer Interaction

May 2022

Iowa State University

MID | Industrial Design

May 2020

Isfahan University of Art

BFA | Industrial Design

February 2015

SKILLS

UX Research

Qualitative & Quantitative Research
Contextual Inquiry . Participatory Design
Personas . Surveys & User Interviews
Heuristic Evaluation . Empathy Maps
A/B Testing . Usability Testing

UX Design

Interaction Design . Interface Design
Information Architecture . Brainstorming
Storyboarding . Rapid Prototyping
User Flow . Mockups . Responsive Design
Inclusive Design . Wireframing

Tools

Adobe Suite . Sketch . Invision Studio
Figma . Framer . Axure . Principle

Programming

HTML . CSS . JavaScript/ jQuery

EXPERIENCE

User Experience Designer

National Center for Advancing Translational Sciences (NCATS) | Full-time | Remote |
Sep 2021 - Present

- Redesigning the web and mobile experience for PubMed Central's 53+ million users
- Technical collaboration with NIH scientists to understand typical workflows for a High-Throughput Screening (HTS) project at NCATS, gather requirements, and incorporate feedback
- Planning and executing user research and usability testing to update Matrix Combination Screening tool and Research Services Section (RSS) tool
- Working closely with program manager, product manager, and stakeholders to shape product roadmap and design strategy
- Creating and communicating design solutions with user workflows, wireframes, and prototypes

User Experience Designer

Pervasive Data Ethics for Computational Research (PERVADE) | Full-time | College-Park | Sep 2020 - Present

- Leading a design team and 2+ engineering teams to launch with quality and necessary features for delivery
- Analyzing existing site conditions, spatial needs, and legal constraints to align business goals, ultimately increasing sales by up to 25% in addition to improving customer satisfaction scores

User Experience Designer

Viscira, VMLY&R | Internship | San Francisco | May 2021 - August 2021

- Designed national patient and healthcare websites, sales aids, iPad and desktop apps for multiple, fortune 500 pharmaceutical companies
- Worked closely with stakeholders, design team, and developers to redesign the landing page for Ultomirishcp website for accessibility improvement

User Experience Designer

University of Maryland - School of Architecture, Planning, and Preservation | Full-time | College Park | Nov 2020 - May 2021

- Designed and launched a dashboard for the School of Architecture Website to translate their anti-racism action plan to a user-friendly, publicly accessible interface
- Collaborated with the accessibility director to ensure the Web Content Accessibility Guidelines (WCAG) met and improved the accessibility score from 66% to 98% and streamlined information architecture

UX/UI Designer

Stinger Ghaffarian Technology (SGT) | Internship | Greenbelt | Jun - Aug 2018

- Facilitated user interviews and usability testing, performed generative and summative research, used quantitative and qualitative methodology, and presented findings to stakeholders
- Partnered with business & development teams to conduct initial research and translate requirements into working prototypes using Illustrator and Figma

Industrial Designer

Vermeer | Full-time | Ames | Aug 2017 - May 2018

- Developed the Visual Brand Language for Vermeer's industrial product line to have cohesive brand identity
- Applied Visual Brand Language to Horizontal Directional Drill (HDD) products line
- Conducted user testing to build a full-scale model of HDD

TEACHING EXPERIENCE

Graduate Teaching Assistant

University of Maryland | College Park | Aug 2020 - Present

- Advising a class of 100 undergraduate students in Data Visualisation course
- Supporting students how to design and evaluate visualizations for different types of data
- Providing feedback on students' work in Tableau to analyze big data

UX Research Methods Teaching Assistant

Iowa State University | Ames | Sep 2019 - May 2020

- Assisted instructor with teaching the qualitative and quantitative UX research methods and the main elements of Contextual Inquiry as a form of User-Centered Design
- Supported students to learn how gathering qualitative data, analyzing it, and presenting the findings using appropriate visual diagrams and models

Visual Design Teaching Assistant

Iowa State University | Ames | Aug 2017 - May 2018

- Assisted with the hands-on studio course that helps students develop foundational visual skills, relating to User Experience Design.
- supported instructors' lectures on the entire Visual Design skillset, including concept development, content creation, system design, and tools & processes.
- Critiqued 99 graduate students' works during TA office hours and helping them with learning design software including Adobe Creative Suite, Sketch, Figma, Miro, and Principle.

AWARDS AND GRANTS

Graduate Research Assistantship (2020–Present)

iSchool | University of Maryland | College Park

Anti-Racism Action for Diversity and Inclusion Scholarship (Nov 2020)

School of Architecture, Planning and Preservation | University of Maryland | College Park

(Amount: \$3000)

University of Maryland Alumni Association Scholarship for the 2022-2023 academic year

University of Maryland | College Park

(Amount: \$5000)

PUBLICATION

Submitted / In Preparation

I am a co-author of "Tweets and Social Network Data for Twitter Bot Analysis" submitted to WebSci 21 (The 13th International ACM Conference on Web Science 2021)