



Ghazaleh Keshavarz

UX Designer & Researcher

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EDUCATION

University of Maryland College Park

MS | Human Computer Interaction

May 2020 - GPA: 4.0

University of Maryland Baltimore County

MFA | Intermedia and Digital Arts

May 2017 - GPA: 3.87

SKILLS

UX Design

Interaction Design . Interface Design
Information Architecture . Sketching
Storyboarding . User Flows
Wireframing . Prototyping . Mockups
Responsive Design . Inclusive Design

UX Research

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

Tools

Photoshop . Illustrator . After Effects
Premiere . Sketch . Figma . InVision
Principle . Fusion 360 . Qualtrics
Tableau . HTML5 . CSS . JavaScript

DESIGN EXPERIENCE

Sep 2019
May 2020

Library of Congress | UX Designer & Researcher

Used Contextual Design to evaluate access points to the Library's digital audio artifacts and improve discoverability, acquisition, and integration with audio collections.

Jul 2019
Aug 2019

Ford-Mustang | CX Researcher

Led the CX team and applied customer-centered design approach to identify users' post-purchase needs. We introduced a series of Mustang hangouts and an accompanying mobile app that serve as universal connectors.

Jun 2019
Aug 2019

VMLY&R | UX Intern

Designed user tasks, wireframes, and prototypes in a multidisciplinary environment and created design solutions to fix usability issues and expand the core users of clients including Ford, Honeywell, and AAFP.

RESEARCH EXPERIENCE

Dec 2019
Present

Exploring Machine Teaching via Co-Design with Children | Researcher

Ran 2 co-design sessions with 8 children who used a custom AR app to train image anchors and explore interfaces that allow trial-and-error interactions, evaluating confidence scores, and communicating limitations of the model in terms of temporal reasoning and memory.

Nov 2019
Present

Deaf Vlogs Captioning Analysis | Researcher

Analyzing the current practices in captioning of Deaf vlogs on YouTube. Focusing on implications for future work in building sign language datasets scrapped from web and informing the future of auto-translation from sign language to speech.

Sep 2018
Jul 2019

BodyVis | Researcher

Co-ran 21 participatory design sessions to collect and analyze qualitative data. Worked on a new wearable computing and e-textiles technology for supporting children's scientific inquiry skills to learn about anatomy and physiology.

TEACHING EXPERIENCE

Aug 2016
Jun 2018

University of Maryland Baltimore County | Instructor

Taught the theory and practical subjects of creating still images and principles of 2D design and organized hands-on activities that encouraged active student involvement and teamwork.

Aug 2018
May 2019

Howard Community College | Instructor

Taught visual arts classes to a diverse array of students, covered visual concept methods and skillsets, and fostered critical thinking about visual arts.