

# Mina Rezaei

(530)7609096 | minrezaei@ucdavis.edu | www.minarezaei.org | mina-rezaei-b5642536/

## Summary

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Ph.D. candidate in social geography with a focus on human-centered design with youth. A UX researcher, and instructor in the social science department with a strong background in qualitative research. Seven years of professional experience in the social aspects of design. Fluent in a wide range of UX methodologies, and working with cross-functional teams with extensive experience in teaching advanced courses in Design, Social Science, and Human Development.

## Work Experience

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### Quantum Workplace

Remote, Davis, CA

UX RESEARCH INTERN

Jun. 2022 - Present

- Promoted research best practices to the product team by working effectively with the cross-functional teams including design leads, product managers, designers, marketing managers, and engineers to make cloud-based employee engagement solution, which assists businesses of all sizes with conducting surveys and collecting feedback.
- Developed research agenda, carried out interviews, designed surveys, prepared usability reports, and analyzed data resulting in a 20 percent increase in the conversion rate for the best places to work survey platform.
- Established a collection of research templates to standardize the process of research across the product teams.
- Proposed and implemented a common research repository by culling together the needs of various types of team members such as researchers, designers, engineers, and product managers and translated those needs into research approaches to improve the collaboration between cross-functional teams and expedite the research process.

### Hack for LA

Remote, Davis, CA

UX RESEARCHER INTERN

Jun. 2021 - Sep. 2021

- Created research plan guides, Interview guides, screeners, and consent form templates for Hack for LA projects resulting in the facilitation of the research process.
- Created research template for generative, and evaluative research to expedite the UX research process by UX researchers across Hack for LA.

### University of California, Davis

Davis, CA

INSTRUCTOR AND GRADUATE STUDENT RESEARCHER

Sep2017 - Present

- Designed course syllabus, Led discussion sessions, Prepared lectures, and designed activities for classes with more than 95 students in lower-division and upper-division courses. Selected courses: Sociology of Youth, UI/UX, Human Development, Design studios, People, Place, and Culture.
- Led the product design end to end including research, competitive analysis, synthesizing data, prototyping, and usability testing for Creative Wanderer app. The app aims to improve young people's critical spatial thinking and civic engagement.
- Evaluated teenagers' involvement in designing the Rocky hill trail project by interviewing teens and decision-makers, and reviewing related literature and documents.
- Mentored Junior researchers in doing observations and ethnographic research, Developed observation protocols on youth presence in public spaces for the "Growing up in Cities" project.
- Designed a research study and recruited participants to evaluate the spatial experience of users in Social VR by conducting in-dept interviews and content analysis.

### Paramadan Consulting Firm

Tehran, Iran

DESIGN RESEARCH LEAD

Nov. 2015 - Sep. 2017

- Applied user-centered design in designing the built environment by holding stakeholder group meetings, doing interviews, and surveying to identify the problems and address residents' concerns.
- Investigated users' behaviors and created behavioral maps resulting in a more inclusive design.
- Drove leadership buy-in and support by regularly meeting, presenting findings, and connecting to business and social outcomes of the revival of a historic cemetery in Tehran.
- Designed quantitative and qualitative user studies to evaluate the efficacy of users' spatial experiences and formulate insight.
- Mentored Junior designers and researchers and improved collaboration in the team of designers and engineers.

### Farnahad Consulting Firm

Tehran, Iran

DESIGN RESEARCHER

Nov. 2014 - Sep. 2016

- Conducted studies using a range of techniques, including but not limited to interviews, focus groups, and ethnography studies.
- Presented research results and recommendations to stakeholders, including designers, engineers, program managers, and executives.
- Supported and helped lead design research activities including research planning, fieldwork execution, analysis, synthesis, research story, and related deliverables
- Applied appropriate analysis methods to turn the data captured into meaningful and concrete insights/recommendations for the team.
- Collaborated cross-functionally with urban design, engineering, architecture, and sociology groups.

### Payest Consulting Firm

Tehran, Iran

DESIGN RESEARCHER

Nov. 2015 - Sep. 2017

- Delegated tasks to teams of 3-9 urban designers, civil engineers, and architects and ensured timely and smooth flow of the project.
- Mentored and encouraged my fellow teammates to improve processes, enhance the team's skillset, and fostered a great team culture.
- Did field works to explore the historical, environmental, and social values of the historic cemetery geared toward improving it as a tourist destination.
- Synthesized research data, and created research reports to tell the story of the cemetery and its impact on the livelihood of the neighborhood resulted in the conservation of the historic parts of the cemetery.

- Drafted and designed the landscape of water treatments to ensure the feasibility of the plans.
- Collaborated with the cross- functional teams to improve the efficacy of the design solutions .

## Skills

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<b>Programming</b>	HTML, CSS, JavaScript, Python, RStudio
<b>Graphic, Prototyping</b>	Adobe Creative suite, AutoCAD, Procreate, Unity
<b>Research Tools</b>	Hotjar, MAXQDA, Gainsight, Miro, Mural, Design for AR and VR (IXDF course)
<b>Languages</b>	English(Fluent), Farsi(Native), Arabic(Basic), Spanish(Basic)

## Education

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**University of California, Davis***Davis, CA*

PH.D. IN SOCIAL GEOGRAPHY

*Sep. 2017 - Jun.2023*

- Activities:Member of Council: Maptime Davis, UC Davis Student Representative:UCSpeakup, Editorial Board: Journal of Children in Popular Culture

**University of California, Berkeley***Remote, Berkeley*

BERKLEY I CORPS COHORT:ONE WEEK VIRTUAL TRAINING AIMED AT TRANSLATING ACADEMIC RESEARCH INTO A STARTUP.

*Jan. 2021 - Jan 2021*

- Activities: Worked on customer discovery and the business model of Creative Wanderer app (my startup idea)- the app bases films to teach young people about spatial concepts.

**Keller Pathway Fellowship, UC Davis***Davis, California*

KELLER PATHWAY FELLOW

*Sep. 2021 - Jun 2022*

- the Fellowship provided a multifaceted opportunity for Aggie innovators to expand our network and move research and ideas off campus and into the world.

**University of Tehran***Tehran, Iran*

MASTERS IN URBAN PLANNING AND DESIGN, B.S IN LANDSCAPE ARCHITECTURE

*Sep. 2007 - Feb2014*

- Activities: Translator and Editor: Golagha Website: Introduced comics and animations for children and young adults

## Extracurricular Activity

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**Maptime Davis (Geospatial skill Workshop series )***Davis, California*

COUNCIL MEMBER

*Sep. 2021 - Jun. 2022*

- Held and organized workshops to teach about GIS and other spatial programming tools such as D3.
- Collaborated with other leaders to plan different workshops during one academic year.

**UCSpeakup (Taking action in campus sexual assault prevention efforts )***Davis, California*

CAMPUS REPRESENTATIVE

*Jun. 2020 - Jan. 2021*

- Collaborated with UCSpeakup and CourageFirst, in a film screening and panel discussion of "At the Heart of Gold: Inside the USA Gymnastics Scandal".
- Raised awareness about sexual violence and prevention on college campuses, and how we can all work together to create a safe college experience for students and student-athletes.

**University of California Global Health Institute***Davis, California*

STUDENT AMBASSADOR

*Jan. 2020 - Jun. 2020*

- Developed, organized, and promoted planetary health activities on UC Davis campus and across all UC campuses to expand knowledge of Planetary Health issues

**Medium, UXCollective***Remote*

BLOGGER, MINA REZAEI MEDIUM BLOG

*Jan. 2020 - Jun. 2020*

- Contributed blog posts about UX knowledge and practice to improve the UX community knowledge sharing

## Publications

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- Rezaei, M., Owens, PE., Degand, D., (2022). Evaluating User Experience in Literary and Film Geography-based Apps with a Cartographical User-Centered Design Lens, Journal of Spatial Information Science, Under Review
- Rezaei, M., Owens, PE., Schlickman, EE, Yang, N., (2022). Creative Wanderer: Learning Environmental Justice Through Movies Using a Mobile Application. The Cartographic Journal, Under preparation
- Owens, PE., Rezaei, M., Rocky Hill Trail. A Path of Transformation. In Leobach, J., Little, S., Cox, A., Owens. P., (Ed.) Routledge Handbook for Designing Public Spaces for Young People: Design Practices and Policies for Youth Inclusion, Routledge.
- Rezaei, M., (2015). A Teenager Friendly Community in Tehran, Iran. Journal of Childhood Explorer, 2(1), 23-26.