

Mina Rezaei

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

Summary

Ph.D. candidate in social geography with a focus on human-centered design with youth. A UX researcher with a strong background in qualitative research. Seven years of professional experience in the social aspects of design in Iran and the US. 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

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.
- Developed research agenda, carried out interviews, designed surveys, prepared usability reports, and analyzed data resulting in a 20 percent increase in the conversion rate of the software.
- 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.

Creative Wanderer.

Davis, CA

IDEA DEVELOPER AND PRODUCT RESEARCHER

Jan. 2020 - Present

- Led the product design end to end including research, competitive analysis, synthesizing data, prototyping, and usability testing. The app aims to improve young people's critical spatial thinking and civic engagement.
- Did literature review on using films in teaching about space to young people to design the content of the app.

Hack for LA

Remote, Davis, CA

UX RESEARCHER

Jun. 2021 - Sep. 2020

- 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.
- Mentored Mandela Washington Fellowship program to empower young African leaders.
- 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 "Growing up in Cities"project.

Paramadan Consulting Firm

Tehran, Iran

DESIGN RESEARCH LEAD

Nov. 2012 - 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.
- Delegated tasks to teams of 3-9 urban designers, civil engineers, and architects and ensured timely and smooth flow of the project.

Skills

Programming HTML, CSS, Javascript, Python, R

Graphic, Prototyping Adobe Creative suite, AutoCAD, Procreate, Unity

Research Tools Hotjar, MAXQDA, Gainsight, Miro, Mural, Design for AR and VR (IXDF course)

Languages English, Farsi, Arabic, Spanish

Education

University of California, Davis

Davis, CA

PH.D. IN SOCIAL GEOGRAPHY

Sep. 2017 - Dec2022

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

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-Comics and animations for children and young adults