

SEPIDEH SHAHI

UX DESIGNER & RESEARCHER

CONTACT

91 Harbord St, Toronto, ON
647.898.6077
sepid.shahi@gmail.com
sepidehshahi.com

EXPERIENCE

UX DESIGNER

JAMDEO, OAKVILLE, 2013-PRESENT

Conducted research to integrate into the UX team's new product definition process.

Developed high level and detail design specifications for different features in order to enhance the Smart TV user experience.

Provided detail design for a companion app to introduce a new way of consuming content on Smart TVs.

Worked with visual designers, programmers and QA teams to make sure design intent is fully delivered.

USER INTERFACE DESIGN INTERN

CHILDREN'S HOSPITAL, CINCINNATI, 2012-2013

Collaborated with the Bioinformatics team to redesign the web interface of a software tool to enable clinical researchers to interpret existing data more effectively and minimize errors.

DESIGN RESEARCH ASSOCIATE

LIVE WELL COLLABORATIVE, CINCINNATI 2011-2013

Collaborated with cross-disciplinary teams to conduct user-centered design research and develop product/ service solutions for corporate clients, such as Boeing, Duchossois Group and P&G.

INDUSTRIAL DESIGNER

VOGUE DISPLAY, TORONTO 2008-2010

Designed department stores' furniture and display fixtures.
Provided technical drawings for manufacturing.

EDUCATION

UNIVERSITY OF CINCINNATI, OH

MASTERS IN DESIGN, 2011-2013
Outstanding Graduate Student

ONTARIO COLLEGE OF ART & DESIGN

BACHELORS IN INDUSTRIAL DESIGN, 2006-2008
Graduated with Distinction

ART UNIVERSITY OF TEHRAN

BACHELORS IN APPLIED ARTS, 2001-2005
Graduated with Honors

SKILL SET

RESEARCH

Human-Centered Design, Co-Design, Contextual Inquiry, Data Analysis, Data Synthesis, and Heuristic Evaluation

DESIGN

Interaction Design, User Interface Design, Information Architecture, Wireframing and Rapid Prototyping

SOFTWARE

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Fireworks and Premiere), Microsoft Office, Balsamiq, Omnigraffle and Sketch 3

References Available Upon Request