



Negar Abbasnia



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I look at life with enthusiasm and try to understand what delights and frustrates people. I believe that with the help of these insights into experiences and desires, I will be able to design solutions that bring joy to everyday life. My motivation is simple. Use technology to eliminate problems and create enjoyable digital interactions. Even small improvements can have a positive impact on how people interact with the world.

Language Skills

English

IELTS: 7

Persian

Native

Analogue Skills

Research

Leadership

Cooperative Team Member

Strong Communication

Management skill

Education

B.A Industrial Design

Pars University of Art and Architecture

Sep 2021

- GPA : 3.69
(WES)
- Internship: 100% - Photography: 100% - Communication with factories: 100% - Final Project: 98.75% - Project4 (Creativity): 97.5% Project5 (Design for enviroment): 92.5% - Project 3 (Human Factors Engineering): 95%
- One of the 40 finalists teams in The 4th National Urban Furniture Design Festival (Creative Circle)
- Board Member at Students' Scientific Association

Work Experiences

Design Researcher

Chainova Studio | chainovastudio.com

Oct 2023 - Present

- Being a member of the Ideation Team
- Conduct customer needs and industry trends research
- Extract insights from interviews & observations revealing pain points.
- Collaborate in rapid ideation sprints to brainstorm solutions, evaluating concepts to focus on opportunities with viability and customer value.

Tools: stakeholder maps, affinity diagrams, empathy maps, value proposition canvases, problem-solution fit canvases, elevator pitches, and business model canvases.

UX/UI Designer

Innovation House | innohouse.ir

Sep 2019 - Apr 2020

- Human-centered design processes were used to improve usability for three startups housed within the accelerator.
- Created interactive prototypes, wireframes, and user flows that increase conversion rates.

Tools: Persona, Userflow, Journey Mapping, Empathy Maps, Business Model Canvases, Wireframing, Prototyping, Usability Testing, A/B Testing || Figma, Adobe XD, Miro, Trello, Hotjar, Zeplin.

UX/UI Intern

Innovation House | innohouse.ir

Jun 2019 - Sep 2019

- Based on research findings, the company website was redesigned to better address user needs.
- User personas and profiles were developed to capture key audience segments and requirements.
- Through interviews, surveys, and user observation sessions, we identified pain points and feature gaps.

Tools: Persona, Userflow, Journey Mapping, Prototyping || Adobe XD, Miro, Hotjar, Zeplin.

Volunteer Experiences

Volunteer UX/UI Designer

Seed Foundation | seedfnd.org

Sep 2020 - Present

- team member of designing user interface of [Boom library application](#)

Event Volunteer

Innovation and Technology Exhibition | Inotex.com Jun 2019 | <1 mo.

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- Following up with attendees and speakers before exhibition
- Guiding visitors and participants throughout the exhibition

Certifications

User Interface Design Specialization

University of Minnesota | 4 months

[Coursera](#) | July 2023

UI Design | 50h

from University of Tehran | Aug. 2018

UX Design | 50h

from University of Tehran | Nov. 2018

References

Dr. Nasser Koleini Mamaghani

Associate Professor of Industrial Design,
Iran University of Science and Technology

Koleini@iust.ac.ir

Relationship: Professor

Mr. Mehdi Nasr

Teacher of Industrial Design,
Pars Higher Education Institute of Art and Architecture

nasr@pu.ac.ir

Relationship: Professor

Software Skills

Solidworks

Rhino

Keyshot

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

AutoCAD

Research Interests

Interaction Design

Design Thinking

Tech Gadgets

Design Methodology

Augmented Reality
and Virtual Reality

User-centered Design

Hobbies

Podcasts

Tech shows

Cycling

Roller skating

Hiking

Playing Violin