

# Neema Mahdavi

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<http://workof.nee.ma>

## Education

Bachelor of Science, Cognitive Science  
Specialization: Human-Computer Interaction  
Expected Graduation Date: 8/2013

Bachelor of Arts, International Studies  
Specialization: Linguistics  
Expected Graduation Date: 8/2013

## Relevant Coursework

- **Cognitive Design Studio:** Performed contextual interviews; created work models, affinity diagrams, consolidated sequence models, personas and storyboards for designing and prototyping a new way to interact with tabs in a browser window.
- **HCI Programming Studio:** Managed a UX team and designed UI for web application. (Dimp.ly)
- **Practicum in Professional Web Design:** Conceptualized and developed website for “Il Covo” restaurant using usability and information architecture methods.

## Work Experience

**User Experience Design Consultant, *b.One Design, San Diego, CA*** Jul 2012 – Present

- Interpret and analyze user needs, product requirements, competitive products and industry trends
- Participate in an iterative design process by interpreting and incorporating client/user feedback into refined design concepts and prototypes.
- Effectively communicated all design work both visually and verbally using data to inform and defend design decisions

**Design Intern, *Social Print Studio, San Diego, CA*** Nov 2011 – Feb 2012

- Created and illustrated visual mockups for various applications on iOS and web platforms.
- Modeled navigational elements for iOS applications
- Conceptualized multiple designs for image sharing digital campaign (Contract work for Marc Jacobs International, LLC)

## Skills & Qualifications

- **Design Methods & User Research**  
user-centered design, ideation, affinity diagramming, scenarios, personas, user enactment, proof-of-concept, participatory design, information architecture, ethnography, contextual inquiry, usability testing, heuristic analysis, competitive analysis, cognitive walkthrough, wizard of oz, survey design
- **Prototyping & Development**  
high/low fidelity prototyping, paper prototyping, video prototyping, experience prototyping, Flash, Photoshop, Illustrator, Balsamiq, Axure, Final Cut Pro, XHTML, HTML5, CSS, JavaScript (novice), Java (novice), C (novice)

## Additional Experience

*Instructional Apprentice, UCSD* Sept 2012 – Jun 2013  
*User Experience San Diego, UCSD – President* Mar 2012 – Jun 2013  
*Cognitive Science Student Association, UCSD - Vice President* May 2012 – Jun 2013  
*Usability Consultant, VFSF, Dept. of State* Feb 2012 – Mar 2012