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## Education

Carleton University |  
**BID - Industrial Design**  
2015 - 2019

Carleton University |  
**MDes - Master of Design**  
2019 - 2021

## Software Skills

Figma  
Qualtrics  
Fusion 360  
Microsoft Suite  
Procreate  
Adobe Illustrator  
Adobe Photoshop  
Azure DevOps

## Research Method Interests

A/B Testing  
Affinity Diagramming  
ANOVA Analysis  
Cognitive Mapping  
Concept Mapping  
Ergonomic Analysis  
Experience Prototyping  
Experimental Design  
Observational Analysis  
Heuristic Evaluation  
Interviews  
Survey  
User Journey Maps  
User Testing  
Weighted Matrix

*References  
Upon Request*

## About Me

I am a dedicated and outgoing product designer who is well versed in human-centered design, multidisciplinary design research, qualitative & quantitative research and product development. I enjoy applying design research methods and statistical analysis tools to discover useful user or product insights for the development stage of the design process.

## Experience

### IBM Consulting | Designer

May 2022 - Present, Toronto

At IBM Canada, I further developed my UX research expertise, working with major clients including Toyota Canada Inc, Canada Post & Sobeys Canada. I developed tailored, accessible design solutions informed by a deep understanding of diverse user needs.

- Conduct in-person user research and offshore interviews to understand user needs, behaviours & pain points
- Planned, facilitated, and analyzed research sessions to guide UI outcomes, translating complex workflows into intuitive user experiences
- Gather, analyze & synthesize data from design thinking workshops to develop artifacts (personas, user journeys, empathy maps, as is scenario maps) for design and development
- Advocate for end users throughout the process and incorporated their insights into the final wireframe design
- Shape the product roadmap by aligning user needs with technical feasibility and business objectives

### Employment & Social Development Canada | Researcher

October 2019 - March 2020, Ottawa

Examined the context and technical specifics of electronic payment terminals, assessing their adoption and accessibility for individuals with disabilities. Conducted biometric research for future design improvements, analyzed market trends, and evaluated legal, ethical, safety, and inclusivity concerns.

### Trivedi Advanced Technologies | Design Intern

June 2018 - September 2018, Boston NY, Worked remotely in Ottawa

Development of a 900 Mhz receiver for our client Emerson Electric. I used Computer Aided Design (CAD) to build the housing of the 900mhz receiver, including PCB board design.

## Publications & Awards

The Role of Design in Consumer Behaviour: How Design Can Influence Consumer Decision Making at a Point of Purchase | [Springer International](#)  
2020

1st Place Winner(s) of the Collaboration Category The Next Work Environment Competition | Group of 4 | [Work Design Magazine](#)  
2021

Tactile Feedback Within Virtual Reality Training: An Immersive Study for Motorcycle Training | [Carleton Institutional Repository](#)  
2022