atria azarmi
Research . Strategy . Design

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Bringing a background in applied mathematics along with a passion for human and systems behaviors to solve complex unstructured problems I strive to bring my analysis and synthesis capabilities to uncover key insights that drive the vision into innovative yet implementable design deliverables.

Experience

3M Minneapolis, Minnesota   2018
Researcher, strategist and user experience designer across different divisions in the consumer business group
. Implemented design & trend research, and scenario forecasting to map opportunity areas for business growth
. Facilitated and participated workshops in systems design thinking and future product/ service ideation
. Synthesized data from studies, experiments & research to deliver actionable insights to further fund the project
. Used storytelling and created product road maps for presentations to fund specific projects for further development
. Ideated numerous design solutions, developed, prototyped, and tested interactive web and mobile applications
  along with delivering specific research plan for focus study groups after identifying user needs, and pain points

Uber Pasadena, California   2017
User experience researcher and designer for Uber and ArtCenter College of Design educational partnership
. Collaborated in a team of multidisciplinary designers to envision an end to end user experience for Uber passengers
. Designed and conducted various research interviews to gather insights and direct design goals and guidelines
. Developed design concepts from themes and insights gathered by trend research and ethnographic research
. Designed and developed high fidelity prototypes and business proposals for Uber elevate business for 2025
  This work was chosen by Uber and advanced technology groups and was presented in Uber Elevate summit in Los Angeles

ArtCenter College of Design Pasadena, California   2017
Industrial design and ethnographic research teaching assistant
. Led workshops to stimulate interview sessions and guided students on various research tools and analysis methods

Shahid Beheshti University Tehran, Iran   2008 - 2010
Mathematics and statistics instructor
. Conducted workshops and teaching for undergraduate students from different majors

Education

ArtCenter College of Design Pasadena, California   2016 - 2018
M.S in Industrial Design
. Graduate Industrial Design department scholarship
. "Best in show" prize for Formula Elastic competition
. ArtCenter at Night scholarship for two terms

Pasadena City College Pasadena, California   2013 - 2015
Certificate of achievement in Product Design
. Dean's Honor List

Cavendish College Tehran, Iran   2011 - 2012
Studies in Interior Architecture

Shahid Beheshti University Tehran, Iran   2007 - 2012
B.S in Applied Mathematics
. Team member of a finalist group over 30 groups for a Statistics and Analysis competition
. An active member of the mathematics community responsible for holding different events and conferences
. Writer and translator of multiple articles published in the Math forum

Capabilities

Ethnographic research, Future studies, Trend analysis, User experience design, UX strategy, Heuristic research, Insight analysis, Identifying new product opportunities, Systems design, Storytelling, Persona development, Survey design, Information architecture, Wireframing, Rapid prototyping, Usability testing, Statistical programming

Software

Adobe Creative Suite, Microsoft Office, Flinto, Sketch, Invision, Virtual reality, Rhino 3D, Solidworks, Keyshot, iMovie, Proto.io, Principle, SQL

Volunteer

The Boys & Girls Club of Pasadena Pasadena, California   2016 - 2017
Held multiple STEM workshops for students of different age groups

The Association for Protection of Children of labor Tehran, Iran   2010 - 2012
Led workshops and taught science courses to underserved children