NIMA FATEMI

UX Researcher/Designer

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PROFESSIONAL SUMMARY

Ph.D. Candidate in Design at NC State specializing in cognitive science and user experience research. I investigate how people interact with digital and AI-driven systems, combining behavioral research, human factors, and design methods to improve usability and emotional engagement. Skilled in experimental design, usability evaluation, and mixed-methods analysis; experienced collaborating across research and engineering teams to translate insights into measurable product improvements.

RELEVANT WORK HISTORY

North Carolina State University - ***Graduate Research Assistant***
08/2023 - Current

- Conducted systematic **literature reviews, heuristic analyses, and usability studies** to identify design and research gaps. Applied **PRISMA** methodology, mixed-methods research, and **ANOVA** for data interpretation. Synthesized and presented findings at **academic conferences**, creating **visual summaries** to communicate results effectively across design and research teams.

HITACHI ENERGY - ***UX/UI Research & Development Intern***
Raleigh, NC • 04/2024 - 12/2024

- Conducted **usability testing, heuristic evaluation, and task analysis** on power-monitoring software used by industrial engineers; identified **86 distinct usability violations**, leading to redesigns that improved task efficiency, and reduced navigation time.
- Designed and tested **low- and high-fidelity Figma prototypes**; delivered a final high-fidelity prototype **with 60 unique screens**, enabling consistent implementation across teams.
- Collaborated with product engineers to **interpret quantitative and qualitative usability metrics** (task completion time, error rate) and prioritize fixes, resulting in an **8-month internship extension** for measurable impact.

IAC - ***Lead User Experience Research and Development***
01/2022 - 02/2023

- **Led a cross-functional team** of three to research and redesign an online learning platform.
- Used **surveys and card sorting** to uncover key usability bottlenecks; implemented design changes that increased **user dwell time by 34%** and improved onboarding flow.

OTHER CERTIFICATION

• **Fundamentals of Neuroscience (X-Series) (3 Courses)** – HarvardX — *2022–2024*
• **The Psychology of Emotions: An Introduction to Embodied Cognition** – University of Cambridge (edX) — *2022*
• **Improving Deep Neuronal Networks** – Stanford University (Coursera) — *2020*

EDUCATION

North Carolina State University
Raleigh, NC • 05/2023 - Current -Expected Graduation Date 05/2027

Ph.D.: Design

- Recipient of 3 doctoral fellowships and a scholarship.
- 3.85 **GPA**
- Thesis: **Investigating how adaptive, AI-generated visual environments informed by cognitive psychology and user feedback can enhance emotional well-being and interaction trust.**

Institute For Advanced Architecture of Catalunya
Barcelona, Spain • 09/2019

Master of Arts: Human Computer Interaction

CERTIFICATIONS

Google UX Design Specialization (Coursera) (7 Courses)
07/2024

Figma Advanced (BYOL)
07/2024

SKILLS

- **Qualitative Research**
- **Quantitative Research**
- **Usability Testing**
- **Critical User Journey (CUJ)**
- **Heuristic Evaluation**
- **Design Thinking**
- **Human-Centered Design**
- **Wireframing & Prototyping**
- **Interaction Design**
- **Journey Mapping & Experience Mapping**
- **Figma**
- **Webflow**
- **Adobe Photoshop**
- **Python**
- **JavaScript (P5.js)**
- **HTML/CSS**
- **Data Visualization**

• **Neural Networks and Deep Learning** – Stanford University (Coursera) — *2020*

ADDITIONAL WORK HISTORY

IAC - **Computational Design Department Coordinator**
09/2020 – 02/2023
• Managed curriculum and instructors for computational design and interaction courses, improving departmental efficiency and learner outcomes.
• Coordinated **research-driven design workshops** integrating coding (Python, Grasshopper) and user-focused experimentation.
• Collaborated with cross-disciplinary educators to align course projects with emerging **UX and HCI practices**.

IAC - **Event Coordinator**
04/2019 – 01/2023
• Planned and executed 10+ webinars and **academic events** focused on cognitive design, UX, and AI in design.
• Strengthened event impact through refined speaker outreach and engagement design, resulting in a **20% rise in attendance versus the prior year**.
• Expanded the center's public visibility and knowledge-sharing network within the UX and design-research community.

AWARDS AND PUBLICATIONS

Awards

- **Graduate School Summer Fellowship (2024-2025)**, NC State — competitive award supporting graduate students maintaining a 4.0 GPA.
- **Full Doctoral Scholarship (2023-2027)**, NC State — comprehensive funding and stipend for the full duration of the Ph.D. program.
- **Andrews Doctoral Fellowship (2023-2024)**, North Carolina State University — awarded for exceptional academic and research potential.

Publications & Presentations

- *Fatemi, N.*, *Nikolic, J.*, & *Moreno-Noguer, F.* (2019). ***Modeling a Workflow for Emotional Analysis of Floor Plans Using Machine Learning and Semiotics.***
  Presented at the **XIII International Conference on Virtual City and Territory (CTV 2019)**, UPC Barcelona, Spain.
- *Fatemi, N.*, *Cressler, L.*, & *Burns, J.* (2025, April 22–23). ***AI Usage Patterns and the Ability to Detect AI-Generated Text Between First-Year College Students.***
  Poster presented at the **State of North Carolina Undergraduate Research and Creativity Symposium (SNCURCS)**, Raleigh, NC, USA..
- **Conference Presentation (2024)**, *Therapeutic Virtual Environments: Integrating AI-Generated Imagery with Cognitive Design Methods* — presented at the **NCSU Design Research Conference.**
- **Ongoing Ph.D. Research:** Developing closed-loop, AI-driven interfaces that adapt to users' emotional states through real-time feedback, integrating UX research, cognitive science, and affective computing.