

Pari Razmand

EXPERIENCE

Lead Designer

USAA

Feb 2022 - Present

- Acting as a strategic partner to HR and IT stakeholders to identify business problems, present strategic ideas, and demonstrate a solution's potential success for highly complex cross-organizational projects
- Leading the development and facilitation of user research efforts, the synthesis of research findings and the generation of insights
- Mentoring and coaching designers on various initiatives to deliver value iteratively across multiple workstreams
- Lead facilitating future strategy and roadmap workshops using human centered design methods and data driven decision making

Senior Designer

USAA

Sep 2019 - Feb 2022

- Leading strategic research and design for HR and IT tools and services that help employees have a delightful experience working at USAA, while meeting business needs
- Collaborating with designers, business stakeholders, and other research partners to articulate research questions and plan, execute, and analyze user experience research projects, providing valuable insights to guide product development and improvement
- Facilitating various workshops to help with strategy needs, including but not limited to building experience based roadmaps, service blueprints, idea vignettes, etc.
- Promoting healthy challenge and progress over perfection culture within the design team and with business partners

Product Owner

Dell

Feb 2019 – Aug 2019

- Conducting user research and business analysis, and working with UX designers, developers, and business stakeholders to build a prioritized roadmap to address identified problems and areas of opportunity
- Developing compelling research reports and presentations, effectively communicating findings to stakeholders and building empathy for customers
- Facilitating 3 Amigos sessions to write behavior driven requirements and acceptance criteria to account for all use cases and avoid potential defects
- Collaborating with development teams throughout the sprint to ensure correct, consistent, and complete implementation

Contact & Portfolio

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Skills & Industry Knowledge

Design Thinking

User Research

Experience Strategy

Workshop Facilitation

Creative Problem Solving

Systems Thinking

Strategy & Visioning

Competitive Analysis

Experience Maps

User Journeys

Concept Generation

Affinity Diagramming

Storyboards

Participatory Design

Interaction Design

Information Architecture

Wireframing

Content Strategy & Copywriting

Rapid Prototyping

Responsive & Adaptive Design

Touch Friendly Design

User Interface Design

Accessibility

Usability Testing

Design Presentation & Critique

Conversational Design

Senior UX Architect

Dell

Mar 2017 – Mar 2019

- Working with product owners and business stakeholders to understand the problem statement and business needs
- Facilitating peer review sessions across all design teams to promote a collaborative culture and build a design community
- Building relationships with business and product leaders to influence strategic decisions by advocating for users
- Planning and conducting unmoderated user research and usability tests to understand user needs and pain points and to validate solutions
- Delivering improved solutions via various artifacts, including experience goals, journey maps, information architecture, personas, and interactive prototypes, guided by established design objectives and principles

Interaction Designer

Tk20

Jan 2014 – Mar 2017

- Creating sketches, wireframes, and prototypes to deliver intuitive joyful interactions
- Planning and executing research and testing activities to gather user experience data, evaluate usability, and determine the effectiveness of concepts
- Promoting UX culture and teaching cross-disciplinary teams about design thinking
- Mentoring junior designers, focusing on their responsibilities as well as their professional development

EDUCATION

Master of Science in Human-Computer Interaction / Design

Indiana University - Bloomington

2011 – 2013

Bachelor of Science in Computer Science

Amirkabir University of Technology

2006 – 2011

Tools & Technologies

Axure

Balsamiq Mockups

Adobe Suite

UXPin

Figma

Sketch

Invision

Mural

HTML/CSS

Microsoft Office

Keynote

Mac, Windows, and Linux