

# Zohreh Ghasemi

Senior UX Researcher

Barcelona, Spain

**Experience:** B2B, B2C, SaaS, Hospitality, Retail, Marketplace, Digital Ads, Public Policies

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[Portfolio](#)

[Medium](#)

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<div>Jan 2023 - Present</div> <div>Amenitiz</div> <div>B2B SaaS all in one solution for hoteliers</div>	<div>Lead Product Researcher (Nov 2023- Present)</div> <div>Senior Product Researcher</div> <div><ul style="list-style-type: none"><li>Built internal research processes for interviews, surveys and usability tests.</li><li>Supporting designers and product managers throughout research projects by writing/reviewing research plans, executing, analyzing and reporting the findings.</li><li>Conducted strategic projects such as JTBDs of different segments and roles, role-based personas, and pain points prioritization.</li><li>Leading UXR projects across 4 product squads.</li><li>Conducting end-to-end research projects for high risk/ high priority issues.</li></ul></div>
<div>Aug 2022 - Oct 2022</div> <div>Sindibad</div> <div>Travel &amp; tourism agency</div>	<div>UX Research Consultant</div> <div><ul style="list-style-type: none"><li>Designed and taught a customized course for the company's new UXR hire and mentored the researcher through conducting the first pieces of UX research.</li></ul></div>
<div>Dec 2020 - Dec 2022</div> <div>Divar</div> <div>The most popular classified ads platform in Iran</div>	<div>Senior UX Researcher</div> <div><ul style="list-style-type: none"><li>Led and conducted research in the Marketplace Tribe.</li><li>Optimised research processes.</li><li>Mentored other researchers in the chapter. Reviewed and revised research reports.</li><li>Scaled up the chapter through hiring interviews, posts on expectations in the newsletter, and offering mentorships for candidates who passed the first round.</li></ul></div>
<div>Dec 2019 - Dec 2020</div> <div>Multiple Organizations</div>	<div>Freelance Researcher</div> <div><ul style="list-style-type: none"><li>Designed educational modules and iterated on them by conducting evaluative research for government institutes.</li><li>Designed Transparency Index for Tehran Municipality for Tehran Urban Research &amp; Planning Center</li></ul></div>
<div>Sep 2015 - Dec 2019</div> <div>Sharif University</div>	<div>Researcher</div> <div><ul style="list-style-type: none"><li>Collected qualitative and quantitative data from interviews, expert panels, and surveys</li><li>Analyzed and synthesized qualitative and quantitative data to distill meaningful findings into reports for +7 national projects on a variety of subjects including environmental policies, S&amp;T policies, etc.</li></ul></div>
<div>Sep 2014 - Sep 2015</div> <div>Technology Analysts Research Institute</div>	<div>Junior Researcher</div> <div><ul style="list-style-type: none"><li>Reviewed literature on strategic technologies prioritization models to help the team recognize the status quo, plan the ideal situation, and propose solutions to get there.</li></ul></div>

Methods	In-depth interviewing, contextual inquiry, usability testing, secondary research, surveys, user journeys, heuristic evaluation, personas
Tools	Dovetail, Lyssna, Optimal Workshop, Maze, Typeform, Miro, Airtable, ProductBoard, Mixpanel, UserPilot, Beamer, Hubspot, Planhat, Oncehub, Customer.io
Activities	Workshop facilitation, roadmap co-planning, stakeholder management, mentoring
Languages	Persian (native), English (full proficiency), Spanish (A2), French (A2)

IDF courses	<ul style="list-style-type: none"><li>Data-Driven Design: Quantitative Research for UX</li><li>Conducting Usability Testing</li><li>Agile Methods for UX Design</li><li>Design Thinking</li><li>Journey Mapping</li><li>Accessibility: How to Design for All</li><li>UX Management: Strategy and Tactics</li><li>User Research: Methods and Best Practices.</li></ul>
Articles	<ul style="list-style-type: none"><li>A UX research case study: research on content. (<a href="#">Link</a>)</li><li>A UX research case study: why are users not using our solution to separate ads? (<a href="#">Link</a>)</li><li>A post on how I learned to clarify research questions in Persian. (<a href="#">Link</a>)</li><li>A case study of my research on an issue in the users' payment data in Persian. (<a href="#">Link</a>)</li><li>How I advocate for continuous and democratized research in Divar in Persian. (<a href="#">Link</a>)</li><li>Translated "Policy Paradox: The Art of Political Decision Making" book by Deborah Stone to Persian. (<a href="#">Link</a>), and "The Art of Economic Catch-Up: Barriers, Detours and Leapfrogging in Innovation Systems" book by Keun Lee to Persian. (<a href="#">Link</a>)</li></ul>
University	<ul style="list-style-type: none"><li>B.Sc. Systems Planning and Analysis, University of Tehran. 2007–2011</li><li>M.Sc. Industrial Engineering. Tarbiat Modares University. Tehran. 2011-2013</li></ul>