




Mahsa Zafarmand

UX/UI Designer

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SUMMARY

A UX/UI designer with a background in cognitive psychology, bringing 5+ years of research experience in human behavior, cognition, and visual attention to create user-centered digital experiences. Skilled in translating research insights into intuitive, data-driven digital experiences across mobile and web platforms. Proficient in user research, usability testing, prototyping, and responsive design, with expertise in Figma, Adobe XD, and UX methodologies.

EXPERIENCE

UX/UI Designer | DevAnalytic365 | 2024 – Present

- Increased user engagement using data-driven design based on 15+ user interviews and competitive analysis.
- Optimized user workflows and reduced task completion time by designing intuitive, responsive web and mobile interfaces.
- Developed UX research reports identifying pain points, resulting in a high rate of user satisfaction.
- Conducted usability testing with 40+ users and implemented changes that boosted task completion.

Research Assistant | CAMlab | 2022 – 2025

- Designed and run 3+ studies on visual attention, contributing to 2 published and 2 submitted manuscripts.
- Presented research findings in visual attention and visual search at 2 international conferences.
- Managed recruitment and data collection for 100+ participants in empirical studies with 100% IRB compliance.
- Analyzed datasets using SPSS and MATLAB, producing insights that influenced lab research directions.

UX Researcher | Dramon Studio | 2020-2022

- Translated research findings into strategic recommendations, improving feature adoption by 40%
- Presented research findings to 10+ stakeholders and executives, driving consensus on product priorities
- Led mixed-method studies combining qualitative interviews and quantitative surveys (N=200+), enabling data-driven decision-making

Psychologist | Tabriz University of Medical Sciences | 2018 – 2020

- Provided counseling to 200+ students, improving stress and anxiety management outcomes by 40%.
- Led 10+ mental health workshops, boosting student participation in counseling services by 35%.

RESEARCH EXPERIENCE

Zafarmand, M., Zou, X., & Carlisle, N. B. (Submitted). The time course of template activation mechanisms in response to semantically related distractors: An EEG study.

Zafarmand, M., Zou, X., & Carlisle, N. B. (Submitted). The effect of visual and verbal cueing on semantic bias activation and target selection.

Chidharom, M., **Zafarmand, M.**, & Carlisle, N. B. (2024). Similar Quality of Visual Working Memory Representations between Negative and Positive Attentional Templates. *Journal of Cognition*, 7(1).

Zafarmand, M., Farahmand, Z., & Otared, N. (2022). A systematic literature review and meta-analysis on effectiveness of neurofeedback for obsessive-compulsive disorder. *Neurocase*, 28(1), 29-36.

EDUCATION

Master of Science, Cognitive Psychology
2022 – 2025

UX and UI Design Bootcamp
2024

Master of Arts, Clinical Psychology
2013 - 2016

Bachelor of Arts, General Psychology
2006 – 2010

SKILLS

Disciplines

User Interface (UI) / Visual / Interaction Design, User Research, Information Architecture, Responsive Design

Research Methods

Survey, User Interview, Qualitative & Quantitative Research, Affinity Mapping, Persona Creation, Heuristic Evaluation, Card Sorting, Competitive Analysis, Usability Testing

Deliverables

Wireframes, Presentation, Responsive Design, Interactive Prototype, High Fidelity Design, Journey Map, User/Task Flow, Scenario & Persona, Storyboard. Site Map, Mood Board, UX Research Report

Technical Skills

Figma, Miro, Maze, FigJam, Adobe XD, Sketch, Canva, Google Forms, userinterviews MS Office, SPSS

Languages

English, Turkish

Interpersonal Skills

Collaboration, Team Player, Creative, Fast Learner, Time Management, Problem Solving, Storytelling, Empathy

AWARDS

Mentoring Appreciation Award | 2024
Recipient of Full Scholarship Fellowship |2022-2025