



Mahsa Zafarmand

UX/UI Designer

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in [Mahsa Zafarmand](#)

SUMMARY

UX/UI designer and researcher 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

User Researcher & UX/UI Designer | Freelancer | 2024 – Present

- Increased user engagement using data-driven design based on 30+ user interviews and competitive analysis.
- Reduced task completion time by designing intuitive, responsive interfaces for iOS and Android.
- Developed UX research reports identifying pain points, resulting in a high rate of user satisfaction.
- Conducted usability testing with 15+ users and implemented changes that boosted task completion.

Research Assistant in CAMlab | Lehigh University | Bethlehem, PA | 2022 – Present

- Designed and run 3+ studies on visual attention, contributing to 1 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.

Psychologist | Tabriz University of Medical Sciences | Tabriz, IR | 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%.
- Collaborated with faculty to develop support programs that improved overall student wellbeing metrics.

RESEARCH EXPERIENCE

Hasanvandi, S., **Zafarmand, M.**, Nooripour, R., & Sepahvand, R. (Under Review). Validation of the Persian Version of the Adult Attention Deficit/Hyperactivity Disorder Self-Report Scale (ASRS) in Iranian Population. BMC Psychiatry.

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.

PRESENTATION EXPERIENCE

Zafarmand, M., Chidharom, M., & Carlisle, N. B. (2024). Similar Quality of Visual Working Memory Representations between Negative and Positive Attentional Templates. Object Perception Attention Memory(OPAM), New York City, USA.

Zafarmand, M., Zou, X., & Carlisle, N.B (2025). The Effect of Visual and Verbal Cueing on Semantic Bias Activation and Target Selection. Vision Sciences Society (VSS), Pete Beach, Florida, USA.

EDUCATION

Master of Science, Cognitive Psychology
Lehigh University | Bethlehem, PA | 2022 – 2025

UX and UI Design Bootcamp
UX-land online School | 2024

Master of Arts, Clinical Psychology
University of Tabriz | Tabriz, IR | 2013 - 2016

Bachelor of Arts, General Psychology
Zanjan University | Zanjan, IR | 2006 – 2010

SKILLS & TOOLS

Disciplines

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

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

Software

Figma, Miro, Maze, FigJam, Adobe XD, Canva
MS Office, SPSS

Web Tools

Hosting, UXfolio

Languages

English, Turkish

Personal Skills

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

AWARDS

Mentoring Appreciation Award
Lehigh University, Bethlehem, PA | 2024

Recipient of Full Scholarship Fellowship
Lehigh University, Bethlehem, PA | 2022-2025