Mahsa Zafarmand
UX/UI Designer

✉ mahsa.zafarmand7@gmail.com
🌐 www.mahsa-zdesign.com
in /in/mahsa-zafarmand

I am a passionate UX/UI Designer with a background in cognitive psychology and + 5 years of research experience in human behavior, and visual attention. I apply data-driven insights to create intuitive, accessible interfaces that reduce cognitive load and enhance user experience. I enjoy exploring user needs, business challenges, and design strategies to create seamless, user-centered digital experiences. Detail-oriented and adaptable, I bring scientific rigor, analytical thinking, and a human-centered approach to UX design.

EXPERIENCE

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

- Designed and improved UX/UI for multiple web and mobile projects.
- Applied methods like competitive analysis, surveys, interviews, and heuristic evaluations.
- Created wireframes, prototypes, and user flows using Figma, Adobe XD, and Miro.
- Collaborated with clients to align designs with user needs and business goals.
- Performed usability testing and iterated designs based on feedback.

Teaching Assistant | Lehigh University | Bethlehem, PA | 2022 - Present

- Leading recitation, lab and review sessions to enhance students comprehension.
- Holding office hours and providing one-on-one support, answering students' questions.
- Grading essays, exams, and projects, ensuring timely and constructive feedback.
- Proctoring exams and managed administrative tasks to ensure efficient course operations.

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

- Designing and conducting research studies in visual attention and visual search.
- Collecting, analyzing, and interpreting data.
- Recruiting and managing participants for experiments.
- Preparing research reports for manuscripts for publication.
- Presenting findings at lab meetings, journal clubs, and international conferences.

Psychologist | Tabriz University of Medical Sciences | Tabriz, IR | 2018 – 2020

- Applied psychological assessments to support students' mental health and academics.
- Provided individual and group counseling for stress, anxiety, and academic challenges.
- Delivered evidence-based interventions tailored to student needs, fostering resilience.
- Led mental health workshops on stress management, coping, and self-care.
- Collaborated with faculty and student services to ensure holistic student support.

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 (Accepted). The Effect of Visual and Verbal Cueing on Semantic Bias Activation and Target Selection. Vision Sciences Society (VSS), Pete Beach, Florida, USA.

EDUCATION

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

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

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, Adobe XD, Canva MS Office, SPSS

Web Tools
Hostinger, 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