

# Leila Akberdin

UX Researcher

UX Designer

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## Experience

### Nemera, Design Researcher

*Chicago, Illinois (February, 2022- Present)*

Design Research Contractor

*(August, 2021- November, 2021)*

Design Research Intern

*(May, 2021- August, 2021)*

- Developing protocols for user-centered research to identify user challenges, perceptions, and preferences in order to shape design recommendations and long-term design and business strategy.
- Moderating research sessions for remote usability sessions, as well as, in-person IDI interviews, in-context ethnographic site visits (i.e., hospital), and in-home visits.
- Analyzing research findings to identify the patterns and underlying meaning behind human behavior, later synthesizing this into a digestible story (i.e., User Journey Map, Process Map, etc.)
- Regularly presenting to senior leadership and external stakeholders.

### Aquent at USAA, User Experience Research Contractor

*Remote (November, 2021- February, 2022)*

- Created the research roadmap for a qualitative discovery research effort aimed at uncovering user challenges and optimizing product solutions for auto insurance.
- Conducted UserZoom studies to assess current product offerings.
- Analyzed UserZoom study data to report out key findings.

### SmileChild, VP of Design Volunteer

*Columbus, Ohio (January, 2020- August, 2021)*

- Managed the UX Design team for a student-run nonprofit, aimed at empowering new mothers through gamification.
- Established the information architecture for an iOS application aimed at empowering new mothers through gamification.
- Defined the visual design, and brand language for our application and organization.

### Quantum Health, Product Design Intern

*Dublin, Ohio (June, 2019- August, 2019)*

- Collaborated across a cross-disciplinary team to define the UX research and UX design development strategy for a healthcare navigation application.
- Led the creation of user personas, journey maps, wireframes/mockups.
- Ensured adherence to WCAG accessibility best practices.

## Publications

### Designing for Mental Health Research Team, Founder

*Columbus, Ohio (2018-2021)*

Initiated the creation of a research team focused on leveraging design to improve mental health on The Ohio State University's campus.

Proulx, S., Fromme, A., Akberdin, L., Basile, M., Forsyth, O., Nelson, A. & Spicer, C. (2021). "Rethinking User Experience of Parking Garage. Exploring Innovative Suicide Prevention Strategies Through Motivational Design." Cumulus Conference.

## Education

### The Ohio State University

B.S in Industrial Design

Minor in Humanitarian Engineering

*Columbus, Ohio (201-2021)*

- GPA: 3.88
- Magna Cum Laude
- Honors in the Arts
- Research Distinction in Industrial Design
- Dean's List 8/8 Semesters

## Tools

- Adobe Creative Suites
- Figma
- Sketch
- Miro
- UserZoom
- Keyshot

## Languages

- English
- Russian