

# Leyla Norooz

## UX Researcher & Designer













[lnorooz.ux@gmail.com](mailto:lnorooz.ux@gmail.com) • 240-813-4813

[www.LeylaNorooz.com](http://www.LeylaNorooz.com)

San Francisco, CA



## Work Experience

- 
- |   |  |
|---|--|
| <p> <b>PhD UX Researcher</b></p> <p> <i>University of Maryland</i></p> <p> August 2014 – January 2022</p>          | <ul style="list-style-type: none"><li>• Lead and assisted on UX Research for web/mobile apps, AR/VR, wearable technology, education technology, and physical spaces</li><li>• Managed <b>end-to-end research</b> spanning multiple years, arranged methodology and lead studies with multi-disciplinary teams</li><li>• Conducted <b>generative research</b> via literature reviews, interviews, contextual inquiry, and participatory design to develop <b>design criteria and personas</b> toward prototypes</li><li>• Ran iterative <b>usability studies</b> to identify strengths and pain points that informed succeeding prototypes</li><li>• <b>Lead high level synthesis</b> of large corpa of data from multiple data collection methods</li><li>• Delivered 20 conference <b>publications</b> (two awards) and 11 <b>presentations</b> (one award)</li></ul> |
| <p> <b>Design Researcher</b></p> <p> <i>Kidsteam, University of Maryland</i></p> <p> August 2013 – August 2019</p> | <ul style="list-style-type: none"><li>• Planned, participated in, and lead over <b>350 participatory design sessions</b> with academic, corporate, and non-profit clients such as Nickelodeon, National Parks Service, and National Geographic</li><li>• <b>Collaborated with stakeholders</b> to conceive research questions and study protocol</li><li>• Analyzed data in situ and composed documents to report <b>takeaways and recommendations</b></li><li>• Recommended experiences that <b>increased foot traffic by 17%</b> at the National Park Service's Grand Teton Visitor Center</li><li>• Recommended augmented reality integrations to Nickelodeon's "Screens Up" app, grossing <b>100k+ downloads</b> on the Google Play Store as of January 2022</li></ul>   |
| <p> <b>UX Research Intern</b></p> <p> <i>Android Wear, Google</i></p> <p> June 2017 – August 2017</p>          | <ul style="list-style-type: none"><li>• Planned and conducted a <b>foundational study</b> on 50 users' daily experiences and information needs for the Android Wear team</li><li>• Held <b>alignment meetings</b> with stakeholders to identify research goals, questions, and gaps and to establish buy-in</li><li>• Analyzed and presented data from 80 remote interviews, 2400 daily questionnaires &amp; 100 surveys via affinity diagramming and concept-driven coding that <b>increased leadership focus</b> on user information needs, and informed a follow-up contextual design sprint study</li><li>• Led a team of Executives, Project Managers, Designers, and Researchers in a <b>rapid contextual design sprint</b></li></ul>  |
| <p> <b>UX Research Intern</b></p> <p> <i>YouTube Kids, Google</i></p> <p> May 2016 – August 2016</p>         | <ul style="list-style-type: none"><li>• Collaborated with stakeholders to develop research goals and protocol that fit <b>strict legal constraints</b></li><li>• Planned, conducted, and analyzed data from in-lab interviews with 12 children aged 8-12 in a <b>compressed 3-week period</b></li><li>• <b>Presented</b> findings and recommendations in the form of detailed documents, presentations, and summarized emails</li><li>• Findings <b>increased Project Manager focus</b> on online safety and healthy digital habits; <b>recommendations implemented</b> in YouTube's 2021 'Supervised Experiences' rollout with a focus on training children's internet usage</li></ul>  |

## Technical Proficiencies

- Strong **interpersonal skills** and ability to collaborate effectively with colleagues in cross-functional organizations
- **Detail-oriented** and capable of **multitasking** projects efficiently
- Hands-on experience with a wide **breadth of qualitative methods** and relevant qualitative methods
- Ability to **plan research methodology** appropriately through careful inquiry with key stakeholders
- A history of **grassroots participant recruitment** across 5 years
- Strong **written and oral presentation skills** with a passion toward building visually engaging deliverables
- Quick and eager to learn with a **growth mindset** in both professional and leisurely settings; proven ability to **self-teach** skills

## Education

**Master of Science (MS), Human-Computer Interaction**, with Thesis, University of Maryland, College Park, 2014

**Bachelor of Science (BS), Computer Science**, University of Maryland, College Park, 2011