

Afsane Baghestani

Winnipeg, Manitoba

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WORK EXPERIENCE

- **ConstructionClock** Winnipeg, MB
Software Design Project Manager *Jul 2023 – present*
 - Conduct and analyze user interviews (online & on-site) to understand needs and assess design effectiveness. Utilize surveys to investigate user attrition.
 - Use Google Analytics and analyze session recordings in LogRocket to understand user behavior and pain points.
 - Perform direct and indirect competitive analysis to guide product development strategy.
 - Collaborate with the customer success team to gather user feedback, and with leadership to understand stakeholders' needs to inform feature prioritization processes and creating roadmaps using Productboard.
 - Manage the UI/UX design process, using Miro for user flow and user journey mapping, Mockup for sketching and wireframing, and Adobe XD for design and prototyping.
 - Generate feature tickets using JIRA for developers, outlining feature requirements and flows.
- **UofM Human-Computer Interaction Lab** Winnipeg, MB
Research Assistant *Jan 2021 – May 2023*
 - Designed and conducted observational user studies with 11 pairs of participants, spanning 3 hours for each pair.
 - Developed and conducted semi-structured interviews with 22 participants, alongside pre- & post-study surveys.
 - Identified user-centered design ideas based on users' interactions with a feature-rich software to improve both the software and collaborative system to enhance novice older adult users' learning process.
 - Analysed questionnaire responses using techniques such as statistical significance testing methods.
 - Used qualitative methods (open coding & thematic analysis) to analyze participants' conversations.
- **University of Manitoba** Winnipeg, MB
Marker - COMP 3020 *Sep 2021 – May 2023*
 - Assessed 150+ student projects for understanding of usability design principles, sketching, storyboarding, prototyping, and front-end development using HTML, CSS, and JavaScript.
- **UofM information services and technology desk** Winnipeg, MB
Desk Assistant *Sep 2021 – Dec 2021*
 - Addressed client's IT issues during the busy semester start. Utilized Cherwell software for issue management.
- **Behpardakht Mellat Co.** Tehran, Iran
Java Programming Internship *May 2017 – Aug 2017*

EDUCATION

- **University of Manitoba** Winnipeg, MB
M.Sc. in Computer Science - Human-Computer Interaction *Jan 2021 – May 2023*
- **Amirkabir University of Technology** Tehran, Iran
B.Sc. in Computer Engineering - Information Technology *Sep 2014 – Aug 2018*
- **Amirkabir University of Technology** Tehran, Iran
B.Sc. in Industrial Engineering *Sep 2016 – Aug 2020*

PUBLICATION

- **Older Adults' Collaborative Learning Dynamics When Exploring Feature-Rich Software**
Proceedings of the ACM on Human-Computer Interaction, 8(CSCW1), Article 101. *May 2024*