

Leila S. Rezai

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SUMMARY OF QUALIFICATIONS

- More than five years of UX research and design experience
- Well-experienced in user testing, designing and conducting qualitative and quantitative user studies
- Exceptional observation skills to understand users' unspoken needs
- Four years of programming experience and enthusiastic about learning new languages and new technologies
- Strong analytical and problem solving abilities demonstrated through outputs of a variety of design and research projects
- Exceptional communication and interpersonal skills as developed through research collaboration and teaching experience
- Canadian citizen

COMPUTER SKILLS

- **Software Tools:** Balsamiq, Axure, Adobe Photoshop, UML, Amazon Mechanical Turk, SurveyGizmo, SPSS Statistics
- **Programming:** Python, C++, Visual C++, MySQL; experience with HTML5, CSS, Javascript

RELEVANT EXPERIENCE

Designing Adaptive Persuasive Systems (PhD dissertation) Sept. 2012 – Present
Research Associate, Advanced Interface Design Lab, University of Waterloo

- Develop research studies to study effect of novel UX approaches that influence users' attitude and behaviour
- Conduct experimental user studies and statistical data analyses with goal of producing design guidelines for system designers (particularly e-health and m-health systems)
- Supervised co-op student to develop fitness app based on human behavioural models to encourage physical activity
- Findings presented at the 2014 International Symposium on Human Factors and Ergonomics in Chicago and published in the Journal of Medical Internet Research

Developing Predictive Personalized Healthcare Solution for Cancer Survivors May 2014 – Aug. 2014
Extreme Blue Technical Intern, IBM Canada

- Developed a predictive personalized healthcare solution for cancer survivors as a part of a team of four, which resulted in a US patent application
- Conducted requirements analysis and developed predictive models using SPSS Modeller
- Presented prototype to high-level IBM executives in NY, including IBM's CEO Ginni Rometty

Designing UX of Home Health-Monitoring App to Increase Medication and Technology Adherence
Lead researcher, Medtronic Inc. and Advanced Interface Design Lab, University of Waterloo Sept. 2012 – March 2014

- Applied gamification and persuasive design principles to design and develop an engaging user interface for a home health-monitoring mobile app aimed at increasing patient adherence to medication regimen
- Prototype evaluated at St. Mary's General Hospital by elderly heart-failure patients
- Supervised a co-op and two undergraduate research students
- Findings presented at the 2014 International Symposium on Human Factors and Ergonomics in Healthcare and published in the proceedings of the symposium

Designing UX of a Mobile App Displaying Current and Projected Hospital Waiting Times
Lead researcher, Oculys Health Informatics and Advanced Interface Design Lab Sept. 2012 – Nov. 2013

- Designed and developed effective user interface for decision-support tool for mobile devices to broadcast emergency department waiting-times information to community (Sponsored by Oculys Health Informatics Inc.)
- Presented the prototype to St. Mary's and Grand River Hospitals' board of directors and evaluated in a user study
- Supervised a co-op and an undergraduate research student

Developing Accessible Large-Print Listening and Talking eBook for Blind and Visually Impaired Individuals
Research Associate, Technology for Aging Gracefully Lab, University of Toronto Nov. 2010 – Feb. 2011

- Collaborated in a research on augmenting eBook accessibility for individuals with visual and motor impairments
- Investigated alternative interaction methods by interviewing people with disabilities

Analysing Effect of Age and Parkinson's Disease on Touchscreen Phones Interaction (Master's thesis)
Research Associate, University of Toronto Jan. 2009 – June 2010

- Developed research experiment to understand the effect of Parkinson's disease on touch-based selection and scrolling task
- Implemented a mobile phone application for Nokia S60 using Python
- Conducted a user study with elderly people and individuals with Parkinson's disease and conducted statistical data analysis using SPSS Statistics
- Findings presented at 13th Human Factors IUW in Toronto

Developing Novel Text Entry System for Mobile Devices**Research Associate**, Microsoft Research and University of Toronto

June 2009 – Sept. 2009

- Collaborated in research with Microsoft Research on developing a new text input system for mobile devices
- Findings published in the proceeding of International Conference on Human-Computer Interaction with Mobile Devices 2010 and presented at Research in Action 2009

Designing Large Public Display**Research Intern**, Fraunhofer Institute for Applied Information Technology

Apr. 2007 – July 2007

- Collaborated on design and implementation of a large public display application that enabled cooperative management and aggregation of information from diverse specific web sources
- Elicited system requirements, developed use case scenarios, sequence and class diagrams, wrote SQL scripts

Analysing Business Processes of e-Voting System**Research Intern**, Accenture Germany

Apr. 2006 – July 2006

- Elicited requirements of electronic voting system for government agencies, using Digital Pen & Paper technology to speed up ballot counting and reduce human error
- Analyzed business processes, workflows and components

Analysing Telecom Industry Business Processes**Researcher and Analyst**, Iran Telecom Research Centre

Apr. 2004 – June 2004

- Collaborated on research that envisioned the future of business processes in the telecommunication industry in order to improve quality and efficiency of existing operational and business processes to meet enhanced Telecom Operation Map standards
- Analyzed current and specified future processes, activities, and logical components
- Developed use-case scenarios, sequence and activity diagrams using UML modelling language

Developing Unified Messaging Systems**Researcher and Programmer**, Iran Telecom Research Centre, Iran

June 2000 – Apr. 2004

- Collaborated on research in designing and implementing unified messaging system that integrates communications media including e-mail, SMS, fax, and voicemail into single interface accessible from a variety of portals.
- Developed and tested different software components of the system using Visual C ++ and SQL scripts
- Troubleshoot problems of newly installed UM Systems

ADDITIONAL EXPERIENCE**Teaching Assistant**, University of Waterloo, Canada

May 2013 – Apr. 2014

- Interface Design Course (for 4th year undergraduate students)
- Introduction to Design Course (for 3th year undergraduate students)

EDUCATION

- **Ph.D. Candidate in System Design Engineering, University of Waterloo, Canada** In progress
Related courses: Human Factors Testing, Research Design & Methods in Psychology, Advanced Statistics for Research, Design for User Engagement, Serious and Persuasive Games, Social Psychology: Motivation & Self-Regulation
Awards: UW/NSERC Graduate Scholarship, Queen Elizabeth II Graduate Scholarship in Science and Technology
- **M.Sc. in Media Informatics, RWTH University of Technology and University of Toronto, Germany and Canada**
Related courses: Designing Interactive Systems, Computer Supported Cooperative Work & Groupware, Requirement Engineering, Object Oriented Software Construction, Speech Technology for Multimodal Interaction and Multimedia Application, Introduction to Media Analysis (basics of pattern recognition and computer vision) Theories of Pictorial and Verbal Human Communication, Mobile Culture: Exploration of Social and Psychological Aspects of Mobile Devices
Award: "Most Useful Application" at Student Innovation Contest of ACM Symposium on User Interface Software
- **B.Sc. in Electrical Engineering, Sharif University of Technology, Iran**
Related course: Project Management: Planning, Scheduling, and Control

PROFESSIONAL DEVELOPMENT

- Foundations of Project Management, Mitacs Waterloo, Canada, 2016
- Design for Change Bootcamp, IDEO through Mitacs Waterloo, Canada, 2016
- Health Informatics Bootcamp, National Institutes of Health Informatics Waterloo, Canada, 2013

VOLUNTEER EXPERIENCE

- Volunteered at Hack the North (Canada's largest international hackathon) Waterloo, Canada, 2014
- Volunteered at Gamification 2013 Conference Stratford, Canada, 2013
- Volunteered at National Institute of Health Informatics Boot camp Waterloo, Canada, 2013

PERSONAL INTERESTS

Reading (psychology, literature), drawing, yoga, travelling