

AZIN SEMSAR

User Experience Researcher | PhD Student in Human-Centered Computing

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EXPERIENCE

User Experience Research Intern

Redfin

May 2021 - August 2021

- Designed fundamental exploratory user studies to understand customers' behavior
- Closely collaborated with Product Managers and Product Designers
- Coordinated and conducted product usability evaluations, and user testings
- Recruited participants including customers and internal company staff
- Designed and conducted moderated and unmoderated user studies, interviews, surveys, etc.
- Reported findings as implications for product designs

Graduate Research Assistant | Information Systems

University of Maryland, Baltimore County

Since August 2016

- Designed mixed-method (qualitative and quantitative) user studies of co-located and distributed operating room collaborations
- Coordinated design focus groups, usability testing, contextual inquiry, and prototyping to propose novel designs
- Recruited participants including surgeons and residents
- Led all the data collection and data analysis
- Managed and coded various types of data including physiological, eye-tracking, video and audio
- Conducted video analysis, conversation analysis, interviews, surveys, and statistical tests
- Wrote/co-authored six journal articles and five top conference full papers
- Presented findings at top conferences such as ACM CSCW and CHI
- Mentored 9 research assistants

Graduate Research Assistant | Computer Engineering

Sharif University of Technology

September 2013 - January 2016

- Prototyped a 3D UI for controlling smart environments
- Prototyped and developed a Virtual Environment simulating a real smart environment
- Conducted usability studies to evaluate the UIs
- Designed mixed-method studies to evaluate smart environment UX
- Recruited +100 online participants through crowdsourcing and +20 on-site participants
- Coordinated think alouds, interviews, usability testings, and surveys
- Led all the data collection and data analysis
- Wrote/co-authored and published two journal articles and three conference full papers
- Mentored four undergraduate research assistants

SUMMARY

Eight years of experience conducting mixed-method user experience research. Experience in conducting research independently and as part of a cross-functional team in domains including computer-supported cooperative work, socio-technical systems, and ubiquitous computing.

EDUCATION

Ph.D. in Human-Centred Computing

University of Maryland, Baltimore County

Aug 2016 - April 2022

M.S. in Information Technology

Sharif University of Technology

September 2013 - January 2016

B.S. in Information Technology

September 2007 - August 2011

SKILLS

Research Methods

A/B testing	Experimental Design
Think Aloud	Field data collection
Focus group	Participatory design
Interviews	Document review
Surveys	

Analysis

Statistical and quantitative data analysis	
Video coding	Open coding
Axial coding	Conversation analysis

Scripting/coding Languages

R	Python
Java	C#
Matlab	C++

Qualitative Data Analysis Tools

XT Observer
Nvivo
Anvil

SELECTED PROJECTS

- Prototyping and UX evaluation of a telementoring system for remote surgical instruction (2019)
- Prototyping and UX evaluation of a new UI for Hilltop Institute website (2017)
- Prototyping and UX evaluation of a new UI for Flying Fruit Café Mobile Application (2016)
- Design and UX evaluation a meta user interface for Smart Environments (2015)
- Design and UX evaluation a 3D Virtual Smart Home (2014)

SELECTED PUBLICATIONS

Journal Articles

- **Azin Semsar**, Hannah McGowan, Yuanyuan Feng, Hamid Zahiri, Adrian Park, Andria Kleinsmith, and Helena Mentis. 2020. Quality of and Attention to Instructions in Telementoring. To appear in Proc. ACM Hum.-Comput. Interact. CSCW, Article 165 (November 2020). (CSCW2020).
- **Azin Semsar**, Hannah McGowan, Yuanyuan Feng, Hamid Zahiri, Adrian Park, Andria Kleinsmith, and Helena Mentis. 2019. How Trainees Use the Information from Telepointers in Remote Instruction. In Proc. ACM Hum.-Comput. Interact. 3, CSCW, Article 93 (November 2019), 20 pages. (CSCW2019).

Conference Proceedings

- **Azin Semsar**, Hannah McGowan, Yuanyuan Feng, Hamid Zahiri, Ivan George, Timothy Turner, Adrian Park, Helena Mentis, and Andrea Kleinsmith. 2019. Effects of a Virtual Pointer on Trainees' Cognitive Load and Communication Efficiency in Surgical Training. AMIA Annual Symposium Proceedings 2019. American Medical Informatics Association. 2019.
- Helena Mentis, Yuanyuan Feng, **Azin Semsar**, and Todd Ponsky. 2019. Remotely Shaping the view. In Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems. 2020.

Game Design and Prototyping tools

Invision	Unity game engine
Adobe CC	Adobe XD
Axure	Adobe Photoshop
Balsamiq	Adobe Illustrator

UX Design

Usability testing	Contextual design
Personas	Heuristic evaluation
Affinity diagrams	Competitive analysis
Low/Medium/High Fidelity Prototyping	
User/Environment/Task analysis	

WEB/DB Technologies

HTML	CSS
JavaScript	PHP
ASP	MySQL
SQLServer	