

Negar Deilami

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WORK EXPERIENCE

Product Designer — Sekond Skin Society, Toronto, ON

Nov 2023 – PRESENT

- Led the end-to-end design process for an inclusive fitness mobile app (MVP), successfully launching the app with limited resources as part of a startup environment.
- Conducted user research, including designing tests (survey and interview scripts), moderating usability testing sessions, and gathering feedback for iterative product improvement.
- Collaborated with stakeholders to define user and business problems and create wireframes aligned with strategic goals.
- Refined UI designs to ensure compatibility with assistive technologies (e.g., screen readers), aligning with accessibility requirements and making the app usable by diverse users.

Design Research Assistant — McMaster University, Hamilton, ON

Feb 2022 – PRESENT

- Applied statistical analysis and qualitative coding to evaluate students' perspectives on design thinking in engineering.
- Co-authored 3 conference papers on equity-driven design in engineering education, presented at the Canadian Engineering Education Association (CEEA) Conference.
- Co-facilitated 3 design thinking workshops on EDI principles, engaging a large group of participants and developing workshop materials to support student learning.

UX Consultant — Orchid Analytics, Toronto, ON

July 2021 – Dec 2022

- Documented feedback from weekly meetings with surgical staff to understand their roles, responsibilities, and workflows, which informed the design of a surgical scheduling dashboard.
- Designed and iterated mid-fidelity prototypes for a surgical scheduling dashboard, focusing on layouts and interactions.

Design Researcher Intern — St. Joseph Healthcare, Hamilton, ON

Jan 2021 – Aug 2021

- Conducted 25+ user interviews and usability testing with caregivers and care team to understand the hospital discharge journey and research objectives.
- Presented design recommendations presented to the key stakeholders.

EDUCATION

Master of Engineering Design — McMaster University, Hamilton, ON

2021

Bachelor of Industrial Engineering — Toronto Metropolitan University, Toronto, ON

2019

SKILLS

Industrial Engineering: Statistical Analysis, Qualitative Analysis

User Research & Testing: User Interviews, Surveys, Journey Mapping, Usability Testing

Prototyping: Wireframing, Interactive Prototyping

Software: Figma, Adobe XD, Balsamiq, RStudio, Excel, HTML, CSS

ENGINEERING PROJ.

Toy Manufacturing Facility Design:

Led a team to design a lean manufacturing facility and performed motion/time studies to optimize assembly at Toronto Metropolitan University.

Capstone Project: Developed cost analysis and ROI models for warehouse auto-ID technology selection, reducing projected costs by 68% at Magna Seating Inc.

PUBLICATIONS

Deilami N, et al. "Inclusive Learning Through Equity-Driven Approaches to Design in Engineering Education". *PCEEA* (2023) doi:10.24908/pceea.2023.17128.

Hemmerich A, **Deilami N**, et al. "Fostering Inclusive Learning in Engineering through Equity-Based Design Education". *PCEEA* (2024) doi:10.24908/pceea.2024.18550.