

Service & Interaction Designer

Current city: Copenhagen, Denmark

Email: fahmidazad@gmail.com

Portfolio: azadyourself.com

SUMMARY

With 6+ years of experience specializing in user experience design & research, interaction design and service design, I have a knack for tackling complex challenges with curiosity and enthusiasm. My experiences range from working within agile product teams to deliver high-quality digital experiences across various touchpoints to training corporate clients with user-centric design tools to influence internal transformations. Having worked and lived in North America, Europe, Asia and Central America, I bring with me a global perspective and see design as a powerful tool for positive change.

RELEVANT WORK EXPERIENCE

Copenhagen Institute of Interaction Design | Copenhagen, Denmark

Design Researcher 2019

- Developed research protocols, tools and guidelines to distribute to a global network of design researchers for their in-depth field work for a reputable financial client.
- Conducted in-context, in-depth user interviews for synthesis and development of core insights for product roadmap.

Design Strategy and Development 2019-20

- Crafted, designed and facilitated design thinking trainings for global clients as Senior Instructor in Design Thinking and Service Design for CIID Professional Programmes.

A+E Networks | New York City, USA

UX Designer - Mobile & Emerging Platforms 2015-18

- Primary UX Designer across 4 agile product teams responsible for conceptualizing, wireframing and prototyping a redesigned mobile & smart tv app across the A&E, FYI, Lifetime and History brands.

NWSL UX Designer - Web / Mobile / Tablet 2017

- Primary UX Designer for the redesign of the NWSL website and creation of the NWSL mobile app across iOS and Android -from concept development to testing and implementing core interactions for an MVP release.

OTHER WORK EXPERIENCE

Copenhagen Institute of Interaction Design | Copenhagen, Denmark

Acting Head of Education 2020-21

- Launched and ran the one year long master's level Interaction Design Programme for 26 international design students in its inaugural year outside of Denmark.
- Responsible for curriculum development, hands-on student support, faculty support, and critiques of design projects.

Design Faculty 2020-21

- Taught *People Centred Design Research* - CIID Summer School in Costa Rica and in Copenhagen.
- Taught *Fundamentals of Team Building* - CIID Interaction Design Programme.

Polaris Project | Washington DC, USA

Bilingual Crisis Call Responder 2012-14

- Responded to human trafficking cases as first point of contact at the National Human Trafficking Resource Center.
- Provided crisis assistance to potential victims through safety planning, emotional support and coordinating potential extractions.

Latin Patriarchate | Ramallah, Palestine

English Teacher - Grades 3, 4, 5 2010-11

- Full time English teacher and founder of the After School Reading & Drama club for 4th & 5th grade.

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SKILLS I CAN OFFER

- Strategic user experience research
- Human centered interaction design
- Concept development & generating use cases
- Contextual in-depth interviews & synthesis
- Heuristic evaluations and usability testing
- Wireframes, user flows and sitemaps
- Research plans and user stories
- Facilitating in-person and remote user tests
- Experience prototyping
- Lo-fi prototyping for mobile / web / AR & VR

TOOLS I USE

- Sketch / InVision / Figma / Adobe suite products
- Paper & pen
- Physical & digital materials for rapid prototyping
- Nimble mindset & openness to adaptation

CERTIFICATIONS

NN/g UX Certified from the Nielsen Norman Group

UXC# 1019559, October 2017

Focus areas:

- Design Tradeoffs and UX Decision Frameworks
- Measuring User Experience
- Navigation Design
- The Human Mind and Usability
- User Research Methods: From Strategy to Requirements to Design

IN MY FREE TIME



knitting



people
watching



ginger
cha



reading

EDUCATION

Masters in Interaction Design 2018

Copenhagen Institute of Interaction Design (CIID)
January 2018 - December 2018

DESIGNATION Full Stack Design Bootcamp 2014

Emerald Cohort (Chicago) - UX Design concentration
October 2014 - March 2015

Bachelor of Arts in Psychology 2009

University of North Carolina at Chapel Hill
August 2005 - May 2009

DESIGN TALKS

IXDA 2020 - Milan, Italy

Title: What Designers Can Learn from Intersectional Feminism

Faculty Lightning Talk CIID 2019 - Copenhagen, Denmark

Design as Activism

TechFest Copenhagen 2019 - Copenhagen, Denmark

The Future of Work

Processing Community Day 2019 - Copenhagen Denmark

Coding as a Tool for Designers

RECOGNITIONS

Selected Member of the Order of the Golden Fleece

UNC-Chapel Hill's Highest Honor Society - 2009
Recognition for human rights work in Bangladesh

LANGUAGES I LOVE

Bangla Arabic Spanish Farsi Hindi Design