

Marzieh Jamalifard

UX Researcher & Teaching Assistant

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Professional Experience

Goldsmiths, University of London

Associate Lecturer (*Postgraduate*) Autumn 2024

- *Introduction to UX Research Methods*
- ❖ Designed and delivered lectures on UX research methodologies, emphasizing practical applications and real-world scenarios.
- ❖ Mentored postgraduate students, providing constructive feedback and guidance on research projects.

Teaching Assistant (*Undergraduate*) Autumn 2024

- *Cyber Security and Encryption,*
- *Interaction Design,*
- *Software Development and Design*
- ❖ Supported course delivery through lab sessions, tutorials, and assignment reviews.
- ❖ Helped students develop practical skills in security protocols, design systems, and software development workflows.

Teaching Assistant (*Undergraduate*) Winter 2025

Fundamentals of Computer Science,

- *Interaction Science*
- ❖ Facilitated lab sessions and guided students in understanding core computer science principles and interaction science methodologies.

Teaching Assistant and Associate Lecturer (*Undergraduate*) Winter 2024

- *Interaction Design*
 - ❖ Developed a comprehensive final project for Interaction Design, boosting student engagement and completion rates.
 - ❖ Delivered targeted lessons, detailed feedback, and assessments, ensuring consistent learning outcomes.
 - ❖ Led practical labs on wireframing, prototyping, and interaction design using Figma.
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Tebyan Bilingual School

English Second Language Teacher

Shiraz, Iran

September 2013 – January 2019

- ❖ Taught English, Math, and Science using interactive and innovative methods to enhance learning outcomes.
 - ❖ Regularly assessed student performance, adapting strategies to meet diverse needs.
 - ❖ Fostered an inclusive classroom environment, encouraging participation and collaboration.
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Education

- **MSc User Experience Engineering**
Goldsmiths, University of London
2023–2024
 - **BSc Business Information Systems**
University of Westminster
2020–2023
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Technical Skills

- **Data Analysis & Visualization:** Proficient in Python for analyzing and visualizing user behavior data, including sentiment analysis, word cloud generation, statistical analysis, and machine learning models.
- **Design Tools:** Advanced skills in Figma and Flutter for web and app UI/UX design.
- **User Research:** Expertise in usability testing, surveys, and biosignal analysis using tools like EEG, EMG, and eye-tracking.
- **Data Tools:** Experienced with SQL, Power BI, and advanced text analysis for extracting actionable insights.
- **Biosensor Technology:** Skilled in ACC, ECG, EEG, Eye-tracking and temperature sensors for comprehensive user behavior analysis.