Tirdad Kiamanesh
USER EXPERIENCE & DESIGN RESEARCHER

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SUMMARY

Experienced Design Strategist leading teams in User-Centered Design (UCD) and Product Design across industries. I apply Design Frameworks to transform research into innovative solutions. Skilled in translating complex ideas into user-friendly experiences, I excel at merging digital and physical design in fast-paced environments.

MOST RECENT EXPERIENCE

BOOZ ALLEN HAMILTON, Chicago, IL
LEAD CUSTOMER EXPERIENCE RESEARCH   May 2021 to Sep 2024

- **Strategy:**
  - Led UCD framework implementation for 9 dev teams across different contractors on a $388M digital B2B2C and B2C health platform.
    - Aligned product roadmaps with user needs, improving digital experiences.
    - Demonstrated that 15% of UI/UX issues could be identified early by involving design experts in UAT tests.
    - Reduced help desk tickets by 60% with a new UX research process.
  - Uncovered 6 problematic behavioral personas in B2C virtual health adoption, contributing to an 86% trust and 89% satisfaction increase.
  - Developed two AI product roadmaps to address a portfolio gap for the CTO.
- **Research:**
  - Identified 48 themes and summarized 9 key insights, proposing 25 policy and service changes for 12 million beneficiaries during health emergencies.
    - Built a team that secured contract renewal by turning insights into clear visuals, summarizing findings from 100+ interviews and 12,000 responses.
    - Cut research time by 4 weeks on 8 projects by involving experts in planning.
  - Created key content for a White House debriefing.
- **Mentorship and Educator:**
  - Built a design thinking culture by leading 30+ workshops, mentoring 5 employees for UX strategy roles, and training 32 in a UX strategy bootcamp.

INFOSYS, Chicago, IL
PRINCIPAL BUSINESS CONSULTANT   May 2018 to Feb 2021

- **Product Design:**
  - Led product design, transforming UCD insights into innovative solutions for cross-disciplinary teams
    - Developed from 0 to 1 of a SaaS B2B award-winning platform in 8 months, securing 5 Fortune 500 clients in the first year
    - Catalyzed the design and launch of cutting-edge smart spaces, including 16 smart campuses for a leading hyper-scaler and 25M sqft of NYC smart spaces.
- **Research:**
  - Produced industry reports featured in Infosys 2020 Design Trend Report.
  - Trained a 48-member team on remote research tools during lockdown.
- **Relationship Management:**
  - Managed university partnerships (RISD, IIT Institute of Design, NWU), establishing internship programs and hiring new talents.
  - Created a aviation exhibition showcasing IoT and AI technologies in under a month, under a $2,000 budget.

DENTAQUEST, Boston, MA
DESIGN STRATEGY - INTERSHIP   Jun 2017 to Aug 2017

- Presented the final report to the CEO, resulting in the hiring of a team to build design capacity in the firm and changes to the organizational structure based on the value map.

SIDE HUSTLES

NORTHWESTERN UNIVERSITY, Adjunct. Taught 'Design Thinking and Communication', guiding students in design thinking, prototyping, and client management. Consistently received 4.5/5+ in student feedback.

CHICAGO FOR IRAN, Non-profit co-founder. Led the community during tough times, raising ~$100K in 2 years through fundraising and merchandise sales. Ran a campaign that reached millions online and organized rallies in 110 cities.

ACADEMIC ACHIEVEMENTS

Business Analytics Certificate, Harvard Business School, Boston, MA, USA	2024
Master of Design, IIT Institute of Design, Chicago, IL, USA	2018
Master of Innovation, Strategy and Product, Istituto Europeo di Design, Milan, Italy	2012
Bachelor of Science in Atomic Physics, Shahid Beheshti University, Tehran, Iran	2007

CORE COMPETENCIES

User-Centered Design (UCD)
- Research and Strategy
- Product Design
- Design Frameworks
- Systems Thinking
- Problem Identifying & Problem Solving
- Business Analytics
- Project Management

LEADERSHIP MINDSET

- Empathic & Inclusive Leader
- Influence without authority
- Creating Clarity in the Ambiguity
- Set up Teams for Success
- Skilled Public Speaker & Presenter

AWARDS AND PATENTS

Motorola Grant Winner USA, 2018
Patent #62548157   USA, 2017
Automatic Kibble Dispenser
A'Design Award   Italy, 2016
Product Design

ACCREDITATIONS AND CLEARANCE

- **Government Secret Clearance**
- **Beginner to PROject Manager**
  365 Careers, May 2023
- **AI Consultant Expert (all 4 levels)**
  Booz Allen Hamilton, Apr 2024
- **ICAgile Certified Pro (ICP)**
  ICAgile - Dec 2021

SOFTWARE

- **Data Visualization:** Excel, Power BI
- **UI/UX:** Adobe XD, Figma
- **Graphic Design**: Illustrator, Photoshop, InDesign
- **Collaboration Tools**: Mural, Miro
- **3D & Rendering**: Rhino 3D, KeyShot
Exposed to: Arduino, Jira, HTML, CSS