



SHAY GHASSEMIAN

Designer | living in Seattle *for now* | Pescatarian wannabe

I am an **Experience Designer and Design Researcher**, right now working in the Digital Health team at **Seattle Cancer Care Alliance**. I received my BA in Industrial Design from Iran University of Science and Technology in 2011, worked in a design firm in Tehran, **Axon innovations**, for about four years as a product designer.

Spending a few years in the industry proved to me that I need more than just designing the product features to enjoy the process of creation. After taking part in projects such as **The Flying Classroom**, I got familiar with service design, experience design and Human-Centered design concepts. That's when I decided to continue my studies in a more diverse area of design and moved to the US. I got my MDes in Interaction Design from University of Washington where my thesis project was an educational game facilitating conversations around environmental issues.

Most of my projects surface social, political and environmental matters through design and research. Believing in the power of organization of society on a voluntary, cooperative basis reflects in my way of work too. My works are not only cooperatively done, but also facilitate the concept of collaboration in facing those topics.

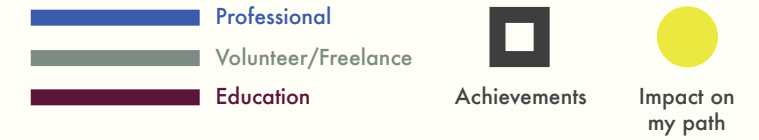
What inspires me most is identifying and studying different stakeholders in a given problem and understanding their values in order to develop and adapt the best technical, infrastructural, software or hardware solutions for them. The complexity of problems, challenge of seeing the unanticipated and telling their stories thrills me particularly.

In my "couching" times though I play the cello, read, write short fictions, bake and draw. And it's not like I don't have challenges in life! Getting away from my cozy homey activities and moving more, not that I'm a "couch" person, seems like requiring a team here again!

If you like to get in touch please sent an email to imnotshay@gmail.com.

EXPERIENCE MAP

My last few years in design



DESIGN INTERN Formino design studio
Tehran, Iran

PRODUCT DESIGNER Axon Innovation design studio
Tehran, Iran / 2009 - 2013

IxD DESIGNER/RESEARCHER
Value Sensitive Design Lab, UW
Seattle, WA / 2014 - 2016

UX DESIGNER/RESEARCHER
Seattle Cancer Care Alliance
Seattle, WA / 2016 - present

TEACHER [Art+Design]
Kousha NGO for children of labor
Tehran, Iran / 2009-2012

DESIGNER
The Flying Classroom
Iran / 2012-2013

ARTIST/DESIGNER
Freelance: Various Projects
The US and IRAN / 2013 - present

Co-published
“Multi-lifespan Design Thinking ...”
CHI Conference 2016
Issue 33.3, May 2016

Keynote speaker
IASDR 2017 Re:Research
Nov 2017

Award for “I Wish for an Animal”
AIGA (Re)Design Awards 2015
Fall 2015

Published “I Wish for an Animal ...”
ARCADE Magazine
Issue 33.3, Winter 2015

INDUSTRIAL DESIGN, BS
Iran University of Science and Technology (IUST)
Tehran, Iran / 2006-2011

MOVED TO SEATTLE

INTERACTION DESIGN, MDes
University of Washington (UW)
Seattle, WA / 2013-2015

Exhibition at Henry Art Gallery | Seattle, WA
Spring 2015

Published “Reflecting on the Flying Classroom ...”
ARCADE Magazine
Issue 32.2, Fall 2014

Exhibition at Dastan Gallery | Tehran, Iran
Spring 2015

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Work

Jun 2016 - Present | *Seattle Cancer Care Alliance* | Seattle, WA
UX Designer / Researcher

Digital Health is the in-house digital solutions team at Seattle Cancer Care Alliance (SCCA). As the solo designer and design researcher of the team I had the opportunity to be part of multiple projects, main one being our patient-facing care management app and web app “Caresi”. Here I help with:

- Leading the design research at SCCA for multiple departments: with patients and staff in the clinic to understand their experience
- Designing the architecture, use flow and UI for Caresi along with developing new features and content.
- Sketching and prototyping new designs and usability testing to evaluate the experience
- Collaborate with the development team
- User experience and digital design consult for other teams (*Smoking cessation at Fred Hutch, Pain clinic, etc.*)
- Train different groups to do ethnographic research with HCD methods
- Help with and participate in digital research publication activities
- Help with defining the vision and path of Digital Health towards patient-centered design and innovation.

Jan 2014 - Mar 2016 | *Value-Sensitive Design Lab* | Seattle, WA
IxD Designer/ Researcher

Value Sensitive Design Research Lab is at the University of Washington Information School, providing theory and methods to account for human values throughout the design process in different tangible projects. Along with doing design research and writing papers with the team, I mainly worked on designing the UX and UI of the website for the “Tribunal Voice from Rwanda” project:

- Research to understand the audience and synthesis of the data
- Hold research workshops with stakeholders
- Co-write papers based on findings
- Design requirements and UX/UI design of the website
- Design flow and navigation and redefine the web architecture
- Develop mock-ups and test with users
- Collaborate with developers to implement the design
- Design posters and visual content for the project

Sep 2009 - Sep 2013 | *Axon Innovation Design Studio* | Tehran, Iran
Product Designer

Axon Innovation is a design studio based in Tehran and with a small team of product designers serving a large range of clients. For 4 years I worked on:

- User research, document, synthesis and design opportunities
- Designing physical products and services for variable clients including packaging, interior and furniture, physical and online events.

Volunteer/Freelance

2009 - Present | Various projects in The US and Iran
Artist / Designer / Teacher

I get tremendously passionate about any project that is an intersection of art, society and design. This brings numerous opportunities to explore different forms of expression and problem-analysis in interesting areas. Here are a couple of projects I've collaborated in recently:

- **Interactive motion graphics** for the play “*Routine or The Static Flood of Whimsical Thoughts in a Restless Mind, Mild*” | Feb 17 - San Francisco
- **UX design** for the “*Toranj*” app, the first personal safety mobile app for Iranian women at risk of violence inside and outside | 2016, San Francisco
- **Co-taught** a couple of design classes involving social and political subjects at UW in 2015 and 16
- **Designer** of “*The Flying Classroom*” project. We went to schools in deprived parts of Iran, held workshops and designed the schools with students | Iran

Achievements

TALKS

Nov 2017
Keynote speaker at IASDR 2017 *Re:Research*
“Patient 360: Collaboration on Cancer Care”

AWARDS

Fall 2015
AIGA (Re)Design Awards 2015
“I Wish for an Animal: a mixed-reality multi-player game for wildlife conservation”

PUBLICATIONS

May 2016, Issue 33.3
CHI Conference 2016
“Multi-lifespan Design Thinking: Two Methods and a Case Study with the Rwandan Diaspora”

Winter 2015, Issue 33.3
ARCADE Magazine
“I Wish for an Animal: A Game to Make Urbanites Aware of Their Impact on Wildlife”

Fall 2014, Issue 32.2
ARCADE Magazine
“Reflecting on The Flying Classroom: A Social Design Project in Iran”

Education

2013-2015 | University of Washington, Seattle
Master of Design in Interaction Design

2005-2011 | Iran University of Science and Technology, Tehran
BA in Industrial Design