

# Mina Takhsha

UX Researcher/Designer

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## SKILLS

### Research:

- Qualitative Research Methods
- Quantitative Research Methods
- Data Analysis
- Persona Development
- Usability Testing
- Tree Testing
- Card Sorting
- A/B Testing
- User Interview
- Heuristic Evaluation
- Benchmarking
- Competitor Analysis

### Design:

- Wireframing
- Hight-Fidelity Mockup
- Interactive Prototypes
- Information Architecture
- Experience Map
- Customer Journey Mapping
- User Flow
- Style Guide

### Tools:

- Figma
- Canva
- Photoshop
- Adobe XD
- Optimal Workshop
- SPSS
- SmartPLS
- MS Office
- HTML/CSS (Basic)

## PROFILE SUMMARY

Innovative UX Designer with a Master's in User Experience from HEC Montréal, specializing in user-centered **research**, rapid **prototyping**, and **usability testing**. Skilled in designing intuitive, accessible solutions for AI-driven interfaces, e-commerce platforms, and websites. Experienced in leading end-to-end design processes using **Figma**, Design Thinking, and evidence-based testing. Driven by empathy and a passion for crafting inclusive digital experiences that boost engagement and deliver lasting value.

## EXPERIENCE

### UX Designer - Online Shopping Application

(Jan 2025 - Feb 2025)

- Conducted user research and developed personas to define user needs and guide the design process.
- Created wireframes and a high-fidelity interactive prototype to deliver a seamless mobile shopping experience
- Ran usability testing sessions to validate design decisions and iterate on user-centric improvements.
- Developed a comprehensive **style guide** to ensure design consistency and support developer handoff.

### UX Designer - Prototyping a Video Streaming Application

HEC Montreal, (Sep 2022 - Oct 2022)

- Designed UX/UI elements, creating **wireframes** and **high-fidelity prototypes** for landing page, catalogue page, viewing page using **Figma**.
- Developed **personas** and conducted **usability testing** to drive a user-centric design approach.
- Developed and tested the **information architecture** using card sorting and reverse card sorting techniques.

### UX Designer - Creativity Workshop Tools Design

La Factry / HEC Montreal, (Oct 2022 - Nov 2022)

- Applied **Design Thinking techniques** to develop innovative solutions.
- Conducted client interviews to gather requirements and insights.
- Created **Customer Journey Maps, Experience Maps, Empathy Maps, and User Scenarios** to inform tool design.
- Presented final concepts and outcomes to stakeholders at La Factry to gather feedback and validate design direction.

# Mina Takhsha

## SKILLS

### Soft Skills:

- Design Thinking
- Creativity and Innovation
- Eye for detail
- Decision-making
- Teamwork
- Multi-task
- Fast learner
- Problem solving
- Advanced Communication

## EXPERIENCE

### UX Researcher - AI Meeting Assistant (IBM Hackathon)

*IBM Global Challenge, (Aug 2024 - Oct 2024)*

- Led the UX research for an AI-powered online meeting assistant designed to summarize discussions and highlight key action items.
- Conducted in-depth **interviews** with 4 professionals from diverse fields to understand their motivations, workflows, and pain points in virtual meetings.
- Synthesized research findings into actionable insights that informed the interface design.
- Proposed and delivered 5 user-centric features aimed at enhancing meeting efficiency and effectiveness, grounded in identified user needs.
- Closely collaborated with developers to align UX goals with technical feasibility and ensure a seamless handoff.

## EDUCATION

### M.Sc. User Experience

HEC Montreal

Jan 2022 – Aug 2024

### M.Sc. Change Management

University of Isfahan

Sept 2016 – Dec 2018

### B.Sc. Public Administration

University of Isfahan

Sept 2011 – Sept 2015

## CERTIFICATIONS

### Figma UI UX Design Essentials

Udemy

Feb 2025

### UX Researcher - Chatbot Interface Usability Evaluation

*Canada Research Chair in Enterprise Social Media and*

*Digital Collaboration, (May 2023 - Aug 2024)*

- Designed **interactive scenarios** to evaluate user performance.
- Developed and conducted user experience **experiments** using the Wizard of Oz technique.
- Defined sampling criteria and recruited participants for user testing sessions.
- Designed an online **survey** with open- and closed-ended questions to collect user insights.
- Conducted **data analysis** using SPSS and SmartPLS.
- Proposed actionable design recommendations to improve chatbot usability and enhance user task efficiency.

## LANGUAGES

- English: Fluent
- French: Basics
- Persian: Fluent

## REFEREES

- Prof. Constantinos K. Coursaris
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- Prof. Wietske Van Osch
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## PUBLICATIONS

- **Takhsha, M.**, Van Osch, W., Coursaris, C., K. (2024). The Role of AI in Decision-Making: Exploring Chatbot Characteristics and User Performance. Proceedings of the 23rd Annual Pre-ICIS Workshop on HCI Research in MIS, Hybrid Conference, December 15, 2024.
- **Takhsha, M.**, Barahimi, N., Adelpanah, A. and Salehzadeh, R. (2020), "The effect of workplace ostracism on knowledge sharing: the mediating role of organization-based self-esteem and organizational silence", Journal of Workplace Learning, Vol. 32, No. 6, pp. 417-435. (Cited 104 times)