



She/Her | Principal Designer | Human & AI Experiences | [nazmirzaie@gmail.com](mailto:nazmirzaie@gmail.com) | 412.996.9686  
I champion human-centered AI systems by co-designing with the people who will be directly impacted by them. With 12+ years of experience spanning technology, healthcare, and finance, I help multidisciplinary teams turn ambiguous problem spaces into responsible, end-to-end experiences that align user needs, technical realities, and business goals. My work focuses on evidence-based design that meaningfully augments human expertise.

## EXPERIENCE

### Principal AI Designer | Strategy and Systems Design | Microsoft | Industry Solution Engineering (ISE) | Remote | Since May 2022

- Lead end-to-end, client-facing research and design for complex, data-rich products, spanning discovery, problem framing, concept development, interaction design, and delivery across fast-paced, multi-industry engagements.
- Drive product strategy through research-to-action synthesis, translating qualitative and quantitative insights (studies, surveys, telemetry, customer data) into clear problem spaces, opportunity areas, experience principles, roadmaps, and measurable success criteria that guide prioritization and investment.
- Design and communicate end-to-end experiences by creating wireframes, journeys, interaction flows, and prototypes that clarify scenarios, align teams, and guide design and engineering implementation.
- Partner deeply with product, engineering, and data science teams to shape system behavior and evaluation—co-defining hypotheses, data needs, human-in-the-loop evaluation loops, and criteria for quality, risk mitigation, and responsible outcomes.
- Facilitate high-stakes, cross-functional alignment in ambiguous problem spaces, guiding leaders and teams through shared problem framing, key scenarios, and decision-making grounded in user, technical, and business realities.
- Lead through influence, storytelling, and mentorship, generating insight-driven narratives and frameworks that secure senior-stakeholder buy-in while coaching designers, researchers, clients, and partners to raise the bar on research-driven, inclusive practice.

### Senior Design Lead | Research and Systems Design | IDEO | August 2021 – May 2022

- Guided clients through strategic, holistic decision-making and served as a trusted advisor to executive-level stakeholders by connecting user insight, product requirements, organizational priorities, and market signals into clear recommendations and strategic options.
- Led interdisciplinary teams across product design cycles, setting direction, managing scope, and ensuring that design outcomes delivered meaningful business and user value.
- Shaped project vision and direction by synthesizing system-level insights and user needs into roadmaps, opportunity areas, and evidence-based investment decisions.
- Trained the client teams in human-centered design approach and coached designers and researchers on research craft, facilitation, storytelling, and client communication, elevating team performance and growing capability across the studio.
- Contributed to internal initiatives by improving research processes, creating shared frameworks and tools, and promoting consistency and excellence in how IDEO teams approached design research and systems design.

## SKILLS

### Human and AI Experience Design

- Lead mixed-methods, systems-level research programs to understand user behaviors, motivations, and needs to inform meaningful experiences
- Generate actionable insights through qualitative, quantitative, and behavioral data triangulation.
- Synthesize findings into clear product requirements, interaction models, frameworks, journeys, and stories to drive AI strategy.
- Design world-class, innovative AI systems with an emphasis on craft, quality, and trust
- Lead end-to-end project design from discovery to ideation, experience prototyping, and development and adoption.
- Design and run research that supports responsible AI development, with a focus on transparency, appropriate level of trust, user control, and inclusive representation.
- Facilitate identifying potential harms like overreliance and co-create safeguards such as user agency, XAI, and moments of friction.

### Leadership, Strategy, and Cross-Functional Communication

- Lead strategic working sessions in ambiguous, high-stake AI initiatives, clarifying goals, surfacing assumptions, and aligning teams around shared success metrics.
- Drive end-to-end product strategy through rigorous, multi-stage programs and cross-team collaborations
- Build strong relationships with the executives and leaders by connecting high quality design to business impact, and technical and ethical requirements.
- Coach designers, elevate the design craft, and champion human-centered design.

## EXPERIENCE

### Design Lead | Research and Systems Design | IDEO | August 2018 – August 2021

- Partnered with clients to understand user journeys, workflows, and experiences, translating findings into service concepts and product opportunities.
- Led cross-functional teams through full research and design cycles, guiding them from early problem framing through research, synthesis, prototyping, and strategy.
- Translated complex research findings into compelling stories, frameworks, and experience visions that shaped strategy and informed product and service direction.
- Managed client relationships across engagements by setting expectations, aligning on goals, and helping decision-makers understand how insights connected to business priorities.
- Facilitated strategic workshops and alignment sessions that united diverse stakeholders around a shared understanding of user needs, system dynamics, and opportunities.
- Developed reusable research approaches, tools, and best practices that strengthened IDEO's research quality and cross-disciplinary collaboration.

### Senior Design Researcher and Service Designer | Essential Inc. | Boston | June 2017 – August 2018

- Led end-to-end user research programs across discovery, human-factors evaluation, and UX studies to inform product, service, and system-level strategy.
- Planned and executed research roadmaps, selecting appropriate methods and designing studies that uncovered behavioral patterns, usability issues, and unmet needs.
- Facilitated co-creation and participatory workshops to align cross-functional teams, identify opportunity areas, and generate early solution concepts grounded in user evidence.
- Applied analytical, visual, and research skills to translate complex behaviors into clear frameworks, mental models, and problem definitions that supported strategic decision-making.

### Design Researcher and Service Designer | Essential Inc. (Part of PA Consulting) | Boston | November 2013 – June 2017

- Conducted interviews, participatory workshops, and concept evaluations to shape product and service direction with clear, actionable insights. Created user journeys, service blueprints, and system maps that clarified complex workflows and identified opportunities for product and experience improvement.
- Translated research findings into personas, scenarios, design principles, and strategic recommendations that guided multi-disciplinary teams toward user-centered solutions.
- Collaborated with designers, engineers, and product teams to integrate insights into decision-making and ensure solutions reflected real user needs.

## SELECTED WORK & AWARDS

- Engineering the Amazing by Microsoft Industry Solutions Engineering (ISE), · Sep 2025
- AI Design Win by Microsoft Industry Solutions Engineering (ISE), Jun 2025
- Human-Centered AI Solutions: Lessons from the Field on Designer-Data Scientist Partnerships, UXR 2025
- Co-Designing Inclusive AI Experiences | Co-author | Design Week 2024
- UX Role in Creating Human-Centered AI Solutions | UXR 2023
- Human-Centered, Meaningful GenAI Solutions | Women in Tech Conference | Co-presenter | Boston | 2023
- Design in the Era of Large Language Models | LinkedIn | 2023
- What Makes Good Design | LinkedIn | 2022

## EDUCATION

- ALM in Psychology | Harvard Extension School | Expected 27 | Focused on Statistics, Behavioral Economics, and Cognitive Science.
- Microsoft UX Design Certificate, Developing AI Responsibly, People + AI Guidebook.
- Diversity and Inclusion Certificate | Cornell University | 2022 | Focused on addressing unconscious bias and fostering inclusion.
- MA in Design for Sustainability | Savannah College of Art & Design (SCAD) | 2013 | Focused on design research, participatory design, and product service systems.
- MA in Industrial Design | University of Tehran | 2009 | Focused on design research, product and service design.
- BFA in Industrial Design | Islamic Azad University | 2006 | Focused on product design and human factors.