

Sanaz Karbasi

UX Research & Strategy

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Experience:

Senior UX Researcher

Dec 2021-Present | Nutrien Ag Solutions

Working with multiple teams that are focused on the farmers' experience using our digital tools for sustainability projects, agronomic information, and account management. Additionally, leading multiple discovery research efforts to shape and inform new capabilities of our platform for both farmers and employees.

UX Researcher

June 2019-Dec 2021 | Nutrien Ag Solutions

Working with designers, project managers and business owners on bringing the right digital experience to the agriculture industry. In this role, I lead the research efforts for the sustainability pillar, and I utilize several qualitative and quantitative methods for gathering insights, measuring and benchmarking experiences, as well as aligning and strategizing the product roadmap.

UX Research, Design, and Strategy Consultant

April 2019-June 2019 | <div>ersity

Working on the on-boarding process, value proposition communication, data visualization, usability testing, and feasible business models.

Creative Director

Aug 2016-Dec 2018 | Adventure Solutions

Leading a team of designers and engineers to research, conceptualize, execute, and operationalize new products and projects in the fields of ninja, aerial, climbing, parkour, zipline, and physical therapy.

Product Designer and Design Researcher

Jan 2016-Aug 2016 | Adventure Solutions

Designing Ninja Warrior and other obstacle elements and courses based on clients' space, budget, target customers and the desired level of difficulty.

Product Design Consultant

2015-2019 | Holoma Inc.

Designing consumer products, providing research, ideation, 3d modeling and rendering services. Ensuring that the products reflect and reinvigorate clients' brand identity while remaining manufacturable and cost effective.

Digital Lab Technician

2015 | Savannah College of Art and Design

Working with students and faculty to rapidly prototype and present their work through 3D printing, laser cutting and large format printing processes.

Project Manager

2015 | Reebok - SCAD sponsored project

Collaborative project to research, explore and develop ways in which Reebok could use material scrap, cutoffs, end of roll fabrics, and discontinued fabric to create products.

Product Designer

2013 | Fossil® - SCAD sponsored project

Collaborative project to design innovative watch concepts based on the Fossil® brand.

Education:

Savannah College of Art & Design (SCAD)
2015 | Master of Arts, Industrial Design

University of Art, Tehran
2010 | Bachelor of Arts, Industrial Design

Certifications:

Nielson Norman Group

2023 | Master certificate in User Experience

2022 | UX Management Specialty

2021 | UX Research Specialty

IDEOU

2021 | Storytelling for Influence Certification

University of Michigan

2021 | Human Factors Engineering Program

MeasuringU

2020 | User Experience Research Certification-
Quantitative Focused

Tools:

SurveyMonkey

UserZoom

EnjoyHQ

Confluence

Ethnio

Miro

Adobe InDesign

Adobe Photoshop

Professional:

Usability Testing

Analytics

Workshop Facilitation

Benchmarking

Survey Writing

Interviewing

Experience Mapping

Measuring UX & RO

Concept Testing

Interview