Rezvan Boostani
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Experience Designer

Passionate and multi-faceted professional with 2+ years of combined academic and professional experience in inclusive design and design research. Focuses on experience and service design through the principles of human-centered design. Conducts extensive standard and qualitative research at all project phases to ensure comprehension of user/customer/ client needs in relation to detrimental environmental factors, allowing for efficient design initiatives and prototype implementation. Collaborates with and leads teammates through all project phases, and communicates with multiple internal departments to streamline task completion and lead design thinking in projects. Leverages 2+ years of professional experience in graphic design to develop dynamic content for multiple platforms.

Core Skills & Competencies

- End-to-End Design Research
- Outreach & Promotion
- Human-Centered Design
- Accessibility Resources
- Qualitative Research Methods

- Inclusive, Service & Experience Design
- Multi-Department Collaboration
- Design Thinking & System Thinking
- Co-Design Facilitation
- Project Development

- Adobe Creative Suites (XD, InDesign, Illustrator, Photoshop)
- InVision
- Sketch

Professional Experience

UI/UX Researcher & Designer | OCAD University | Toronto, ON   **Sep. 2019 – Present**

Overview: UX design lead for a Virtual Platform for Indigenous Art (VPIA). Worked closely with multidisciplinary team of researchers and technical experts to design and run UX design process.

Selected Accomplishments:

Designed and conducted UI/UX research and design process which enabled implementation of MVP in the projected timeframe. Launch of an alpha Virtual Platform for Indigenous Art which led to project's successful bid for the second phase of funding.

- Created a new platform design and service design through design thinking approach, from design strategy, touchpoint design, information architecture, platform wireframe to MVP implementation, currently being piloted to improve museum records by limited users.
- Facilitated and designed workshops and events to define values, goals, barriers and ideate on possible solutions.
- Led Design Sprint with team leads to align, prototype, and test concepts for a user-centred digital platform in 2 days which resulted in defining shared values, success criteria and goals with all team members. This Design sprint informed detailed planning for a year ahead.

Service Design Consultant | Innoneo Health System Inc. | Toronto, ON   **Mar.2019-Jul. 2019**

Overview: Led service design process for a new model of primary care delivery in collaboration with clinical team and technical team. Designed processes and activities to develop a customer-centric service to improve current patient/family/caregiver experience. Created a new service design & model for a start-up company using principle of human-centered design.

Professional Experience (Continued)

Selected Accomplishments:

- **Increased company's business opportunities** by creating pitch deck and storyboards to communicate the company's future plan and services to attract business partners. This resulted in creating a partnership with a leading hospital.

Key Responsibilities:

- **Strategy & Innovation:** Developed patient journey maps, patient experience maps, service blueprint, high-level opportunities, guides and strategies for future activities based on the existing hospital's patient personas and stories. Additionally, acted as a core member to develop business model and business model canvas for the for minimum viable product (MVP).
- **Design Research:** Designed processes and developed protocols for end-to-end user research considering inclusive design approach (three dimensions of inclusive design).
- **Pitch to Partners:** Acted as a core member in creating pitch deck to potential business partners. Developed storyboards, pitch decks to attract business partners and facilitate communication.
- **Risk Planning:** Identified risks involved in engaging diverse stakeholders and planned strategies for risk mitigation.
- **Inclusive Design:** Used and/or designed processes, tools and approaches that are inclusive and accessible for people with complex and diverse needs, therefore, they are better for everyone. Championed inclusive design approach and introduced it to clinical and technical teams.
- **Value Development:** Designed and ran design sprints with stakeholders to develop shared values.

Design Researcher/Outreach Manager | Access Visual Art | Toronto, ON   **Jul. 2018 – Sep. 2018**
Overview: Managed promotional and outreach initiatives in final phase of project, based on experience at project start within the Inclusive Designer (Intern) position. Strengthened relationships with area and industry venues and organizations, provided numerous accessibility resources, and ensured complete team support and success.

Selected Accomplishments as Design Researcher/Outreach Manager:

- Created horizon map based on **project success and goal accomplishment** at completion, outlining opportunities for future expansion or development. Established concept prototypes for potential future funding and development.
- **Increased the organization's contact list by 300%**, from 40 to 120 associates, to increase business opportunities.

Key Responsibilities:

- **Marketing & Promotions**: Led product promotion initiatives, focused on relevant organizations and publications, to initiate partnerships. Supported content development and distribution to partners and advertisers, ensuring brand identity consistency and positive project promotion.
- **Accessibility Toolkit & Resources:** Compiled survey and research data to assemble resources for venues, allowing efficient accessibility improvement in cost-effective services and tools.
- **Prototypes & Horizon Map:** Initiated and spearheaded horizon map development based on insight and recommendations developed during project involvement. Planned for future funding and expansion of project.
- **External Relations:** Established contact with organizations and agencies to determine advertising options and conditions, providing content and promotional materials for external distribution. Conducted extensive outreach and networking with area groups, and strengthened existing contacts through frequent communication.
- **Team Collaboration:** Coordinated with technical and design teams to design and implement new concepts for project promotion, and reported to project director to receive and delegate tasks to teammates.
- **Budget & Schedule Management:** Oversaw the creation and maintenance of project budgets and schedules, accounting for possible and occurring delays at all phases. Ensured deliverable accomplishment on regular basis.

Inclusive Designer (Intern) | Access Visual Art | Toronto, ON   **May 2017 – Oct. 2017**

Overview: Contributed to project start-up and establishment, with focus on data collection and the organization's digital presence. Collaborated extensively with internal teams to develop and design website landing page and establish comprehensive social media plans, including content creation, for regular organization activity online.

Selected Accomplishments:

- Supported **development of information resource platform** on accessibility of art venues for users of mobility assistive devices. Conducted extensive research to ensure accuracy and modernity of resource. Developed information resource for webinars and event use to assist with event planning and preparation.

Key Responsibilities:

- **Survey Distribution***:* Contacted venues and organizations to provide surveys on facility accessibility specifications. Utilized data to develop database, while communicating with venues to address survey requirement inquiries.
- **Website Design***:* Assisted during initial and final design phases, initiated by Akimbo Art Promotions, Access TO and the AVA collective. Focused on landing page functionality, accessibility, visual design, and capabilities while maintaining brand consistency.
- **Social Media & Content Plan:** Developed organization's plan for social media management and content development based on research of media and industry trends and interviews with social media specialists. Managed accounts according to concepts, accounting for additional postings for timely events.

Visual Designer | KhodChasb Co. | Tehran, IR   **July. 2015 – Apr. 2016**

Graphic Designer | Altech Co. | Tehran, IR   **Jul. 2014 – Jul. 2015**

Academic Accomplishments & Certifications

User Experience Designer Certification | <u>Akendi</u> | Toronto, ON   **2018**

Master of Design, Inclusive Design | OCAD U | Toronto, ON   **2018**

Selected Projects & Achievements:

Creating Memory-Friendly Restaurants Through Sensory Experience Design

Collaborated with Kawartha Centre and a restauranteur to determine most effective service standards for customers with memory impairment and their families, operating as Lead Researcher and Experience Designer throughout project.

- Recruited diverse range of participants to implement qualitative research, including interviews, observation, and individual diary entries. Contextualized research within restaurant setting, with goal of improving restaurant dining experiences for individuals with mild dementia and their families.
- Defined touchpoints of dining experience to understand challenges, and synthesized data through thematic analysis.
- Developed prototype of design guidelines and conducted usability testing to determine functionality of prototype.
- Final report promoted by Restaurants Canada and non-profit research hub to great success.

Stroke Patient Transition & Support

Operated as Team Lead for 5-person group to assess complex needs and barriers facing stroke patients in close collaboration with Bridgepoint Active Healthcare.

- Performed qualitative research with stakeholders, families, medical professionals, administrators and volunteers.
- Facilitated co-design sessions to gather information, ideate, and develop ideas.
- Communicated system progress and functionality to experts and healthcare providers by visualizing system using service blueprints, synthesis map, and causal loops.
- Analyzed and synthesized data from 16+ participants to determine functionality and create storyboard.
- Offered Bridgepoint transition service design and horizon map of strategic foresight activities for 5-year futures.

People's Choice Award 3rd Place Poster Presentation | GTA Rehab Network Best Practices Day   **2019**
Inclusive Design Program Award | <u>OCAD U</u> | Toronto, ON   **2018**

Master of Arts, Illustration | <u>Art & Architecture University</u> | Tehran, IR   **2013**

Bachelor of Arts, Textile Design | <u>Science & Culture University</u> | Tehran, IR   **2009**

Publications

1. Boostani, Rezvan, (2019). <u>"Accessibility Resource Guide for Creative Spaces"</u>. *ArtsBuild Ontario*, www.artsbuildontario.ca/.
2. Boostani, R., & Karimi, M. (2019). <u>Streamlining Transition from Rehabilitation Hospital Back to the Home Community for Stroke Patients</u>. Retrieved 16 July 2019, from http://www.gtarehabnetwork.ca/uploads/File/bpd/2019/2019_BPD_Abstracts-permission_granted3.pdf
3. Boostani, R. (2019). <u>Creating Inclusive Restaurants Through Sensory Experience Design - Restaurants Canada Blog</u>. Retrieved July 2019, from <u>https://blog.restaurantscanada.org/index.php/2018/07/05/creating-inclusive-restaurants-sensory-experience-design/</u>
4. <u>Boostani</u>, R. (2018, May 11). <u>Creating a Memory-Friendly Restaurant Through Sensory Experience Design</u>. Available from http://openresearch.ocadu.ca/
5. Boostani, R. (2013). Formation of Abstract in Contemporary Persian Painting. Art & Architecture University, Tehran, Iran.