

Elmira Rezaei Sepasi

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Portfolio: [Elmirasepasi](#)

Languages: English | French | Turkish | Farsi | Azeri

UX DESIGNER & RESEARCHER

Master's in software engineering with a specialization in Human-Computer Interaction (HCI) and UX design. I craft user-centered digital experiences by combining empathy, data-driven research, and strong prototyping skills. Passionate about designing intuitive interfaces and leveraging AI for adaptive UX. Skilled in eye-tracking, usability testing, and UX strategy.

CORE SKILLS

Design Tools: Figma (Auto-layout, variables), FigJam, web design (WordPress)

UX Research: User interviews, surveys, card sorting, usability testing, emotional analytics (FaceReader), eye-tracking (Tobii Pro Lab)

Prototyping: Wireframing (low/high fidelity), user journey mapping

Quantitative Analysis: R, SPSS, Excel

Development Knowledge: HTML, CSS, Java

Methods: A/B Testing, Heatmaps, Mixed-method research

PROJECTS

RWB Charity – UX/UI Designer & Researcher (Dec- 2024- ongoing Project)

Goal: Redesign the donation platform and enhance the storytelling and engagement for donors.

- Led end-to-end UX design for a charity platform reaching underserved communities.
- Designed responsive interfaces in Figma and created user personas based on stakeholder interviews.
- Conducted usability testing and applied feedback to iterate on homepage and donation flow.
- Delivered high-impact visuals, interactive impact counters, and donation mapping features.
- Responsible for overall UI design, including typography, color schemes, iconography, and accessibility compliance.

Ad Impact Analysis – HEC Montréal (2021)

- Studied user emotional responses to video ads using FaceReader and questionnaires.
- Generated insights for ad strategy optimization via emotion + survey data fusion.
- Delivered clear, actionable visual reports for marketing teams.

Eye-Tracking Software Study – ÉTS Montréal (2020–2022)

- Designed and ran lab experiments to evaluate comprehension of complex software interfaces.
- Used eye-tracking and behavioural data to improve clarity and engagement.
- Produced UX insights shared in academic and industry-aligned conferences.

WORK EXPERIENCE

UX Research Assistant – ÉTS Montréal

2020 – 2022

- Led user studies using Tobii Pro Lab for eye-tracking-based software evaluations.
- Analyzed cognitive load and user behavior to improve software model understanding.
- Created interactive tasks and environments for testing and iterated based on findings.

EDUCATION & TRAINING

M.Sc. Software Engineering – ÉTS Montréal (GPA: 4.18/4.3) – 2022

French Language – B2 – LaSalle Adult Education, Montréal – 2024

UX Design Certificate – Google (Coursera) – 2022

Courses: Foundations, UX Research, Wireframing, Prototyping

UX Course – HEC Montréal – (A) 2020

SPLE & Human-Centered Software Design – ÉTS Montréal – (A) 2021

AWARDS

- Top 3 Article – SPLC 2022, Graz, Austria
- Research Scholarship – \$38,000 CAD (2020–2022)
- Best Paper – ÉTS Software Engineering, \$1,000 Prize

*** Eligible for Emploi-Québec Wage Subsidy ([Subvention salariale](#)) – Employers will receive financial support from the Government of Québec to help cover my salary for a defined period.