

Donya Vafanejad

User Experience Designer

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Education

University of California, Merced

PHD IN MANAGEMENT OF COMPLEX SYSTEMS

Merced, CA.

2022 - Present

California State University, Northridge

M. S. IN SYSTEMS ENGINEERING

Northridge, CA.

2013 - 2015

University of Science & Culture

B. S. IN INDUSTRIAL ENGINEERING

Tehran, Iran.

2008 - 2012

Experience

University of California, Merced

GRADUATE RESEARCH ASSISTANT

Merced, CA.

Aug 2022 - Present

- Defining the problems and required cognitive effort within the individual trip planning and execution to create an online database of cognitive effort travel maps for different locations and an open-source dashboard for individuals to visualize commutes throughout their own communities.
- Data Visualization Project: Visualization of semantic patterns in large social communication networks, transform data from #keepit on dataset into accessible and engaging visualizations.
- Used R and Python to extract user satisfaction patterns between UC transport services.

Panasonic Corporation

DESIGN ENGINEER

Chino, CA.

Aug 2021 - Aug 2022

- Improved design production efficiency by data analysis of marketing, engineering, and production department reports.
- Created method of assemblies and visual manufacturing work instructions for complex products that led to a 10% increase in productivity.

Panasonic Corporation

INDUSTRIAL DESIGNER

Chino, CA.

Jan 2016 - Aug 2021

- Prepared detailed conceptual drawings and renderings for new products.
- Analyzed customer service blueprints studies to support the marketing process.

Wizard Quality Solutions

PROCESS ENGINEER

Los Angeles, CA

Aug 2015 - Dec 2015

- Increased efficiency by 5% by customizing ERP systems (E2, Corridor) workflows to address production needs.
- Performed cost estimating and material usage optimization
- Conducted preliminary interviews to understand the current inventory process.

XYPRO Technology Corporation

PROJECT MANAGER ASSISTANT

Simi Valley, CA.

May 2014 - Aug 2014

- Designed a customized SharePoint website for document management purposes and cut down paperwork by 60%.

Skillset

Data Analysis/Design skills:

Hypothesis testing - Multivariate analysis and regression - Jupyter - Numpy - Scipy - Pandas - Matplotlib - Visual studio - Tidyverse - ggplot Python - R - HTML - CSS - JavaScript - Figma - SolidWorks - CATIA

Research skills:

Survey design - Usability testing - A/B testing - Server log analysis - Data mapping - Diary Studies - Field study - Usability benchmarking

Achievements

In work **Specialized Certificate in Machine Learning Methods - Issue by UC San Diego Extended Studies**

2022 **Google UX Certificate**

2021 **Meta Front-End Developer Certificate**

2021 **Six Sigma Green Belt**

Publications

- Vafanejad, D. & Gandhi, J. (2021, July) "Understanding the Impact of COVID-19 on Renewable energy demand and consumption," American Society for Engineering Management 2021 International Annual Conference (Accepted)