Pariya Kashfi

Title Ph.Lic. PhD Candidate in Software Engineering and UX

Home Ceresplatsen 2
SE-417 58 Gothenburg
Sweden

+46 (0)70-722 2815

Email `p@puix.org`

Website `http://puix.org`

Jag är en mjukvaruingenjör som specialiserat mig i *processer* och *krav* med bred kunskap inom *Human-Computer Interaction*, och i synnerhet *Usability* och *User eXperience* (UX). I över ett år arbetade jag som kravanalytiker i Iran efter att jag fick min MSc. examen, med i huvudsak RUP och UML som en del av ett arbetslag som var ansvarig för kravhantering och analys. Vidare har jag även erfarenhet av Object Oriented Programming (t.ex. Java och C++) och Web Development (t.ex. HTML, XML). Utöver RUP och Waterfall, har jag kunskaper om agila utvecklingsprocesser i synnerhet Scrum.

På Chalmers Tekniska Högskola har jag handlett studenter i kurserna Agile Development Processes och Requirements Engineering. Vid sidan av att undervisa har jag handlett och granskat elevernas inlämningsuppgifter (t.ex. user stories, feature backlogs, och requirements specifications). Jag har åtta års erfarenhet av empiriska studier i nära samarbete med industrier i Sverige. Innan min licentiatexamen forskade jag inom Medical Informatics och Electronic Health Records (openEHR standard). Jag tillämpade User-Centred Design (UCD) i ett projekt med Sahlgrenska sjukhuset där jag tillverkade prototyper och utförde diverse usability testing och heuristic evaluation studies på dem. Efter min licentiatexamen har jag granskat kravhantering, processer och organisatoriska frågeställningar som berör UX arbete hos mjukvaruföretag. Jag har haft möjligheten att jobba med företag såsom HiQ, Jeppesen, SAAB och Ericsson. Genom HiQ och Mecel introducerades jag till deras frågeställningar inom mjukvaruutvecklingsprocesser på Volvo Cars, i synnerhet UX och kravhantering. Jag har stor erfarenhet av att hålla intervjuer och workshops. Ett stort intresse ligger i uppstartfasen och de företagsrelaterade aspekterna av mjukvaruutveckling. När jag var doktorand, deltog jag även i Venture Cup Väst och gick en kurs i affärssystem där jag lärde mig de olika stegen av innovativ utveckling samt planeringen av dess affärs och verksamhetsplan.

Flytten till Sverige har gett mig många nya insikter, ett nytt språk och en ny kultur. Min sociala natur, förmågan att sälja in mina ider, engagemanget i dynamiska diskussioner och presentationsfärdigheter utmärker mina starka sidor. Dessa egenskaper har varit till stor hjälp under mina studier vid Chalmers och vid förhandlingar och etablering av företag.

Jag njuter av att jobba i lag och är en naturlig ledare. Jag arbetar lika väl självständigt, och kan generera kreativa ider och lösningar samt planera och förverkliga dem som huvudansvarig för projekt. Som doktorand utvecklade jag en större medvetenhet och självdisciplin. Jag tror och hoppas mina kompetenser och karaktärsdrag på ett effektivt sätt kommer möta min uppdragsgivares behov.

Curriculum Vitae

RELEVANT WORK EXPERIENCES

◇ **Chalmers University of Technology**   **2011- 2017**
PhD. candidate; Division of software engineering

During my studies, I developed two methods and two guidelines for UX coaching and strategy in software industry: a *UX-aware requirement model*, *two guidelines and checklists* for involving internal stakeholders in UX work, and an *evidence-based retrospective method* to reflect on previous UX work in organizations. The requirement model targets communication between technical and non-technical roles, e.g. developers and UX designers. The model aims to better highlight the similarities and differences between UX and other requirement types, and different tools and methods that can better address these differences in projects to ensure a sustainable UX work

In the *UX retrospective workshop* different organizational units get the opportunity to understand and discuss their role in UX work and jointly identify barriers and success factors based on the history of UX work in the organization. The outcome of the workshop helps developing and executing a coaching plan and UX strategy that is most suitable for the organization's culture and history.

The *guideline on practicing UX* focuses on the daily work of UX staff members and how different characteristics of UX can impact this work. In particular, it focuses on the collaboration between UX staff members and other internal stakeholders such as developers, marketing and management.

The *guideline on UX integration* focuses on introducing and adopting UX principles and practices into software development processes and organizations. It consists of a list of supporting practices for involving both UX and non-UX staff members in UX integration and a second list for ensuring management support.

I had different levels of collaboration with these companies *AdaptivePath, Ascom, Capgemini, Ericsson, HiQ, inUse, Jeppesen, Mecel, Reseguiden, SAAB, Västra Götalands Regionen*. I presented my research results in workshops and seminars in the companies and/or published in from of articles mainly targeting practitioners, e.g. actionable models.

In HiQ, I learned how their assignments at Volvo Cars take UX into consideration.

These experiences have introduced me to various organizational cultures and development processes, and provided me with a diverse network of practitioners with different backgrounds from various industries. This enables me to have an open mind and a more innovative and actionable approach to research problems, that can be useful to my new employers. At Chalmers, I was also a teaching assistant and lecturer in courses *agile software development*, *requirements engineering*, and *research methods and academic writing*. I also proposed and supervised a number of MSc. theses.

◇ **Jeppesen Systems AB**   **Feb 2015- June 2015**
UX strategist and coach

I worked as a UX coach closely with their UX architect, product management, business and development units to reflect on their last decades of UX work, discover success factors and barriers and adjust the UX strategy.

My job was to investigate more than two decades of the company's efforts in relation to UX, usability and interaction design. I investigated the collaboration and communication among three different departments: (i) development (agile teams), (ii) customization (customers projects to customize the OTS products), and (iii) business (product management).

I created a timeline of artifacts, roles and responsibilities and various activities and decisions that impacted UX work in the company and held two retrospective workshops to reflect on

the timelines and help the stakeholders better align for future UX initiatives.

In this job I used workshops, interviews, design studio, shadowing, observations, Omnigraffle, Sketch, timelines, document analysis, requirement specifications.

⋄ **Bromni AB**   **2011-2017**
co-founder, UX designer and web developer
Through my company I designed and developed a number of websites for companies and non-profit organizations.

⋄ **Sahlgrenska Hospital**   **2007- 2011**
UX designer and software developer
Shalgrenska aimed to develop a decision support system for a disease called Xerostomia. Their focus was to (i) investigate applying standard electronic health records (in this case openEHR), (ii) obtain a system that satisfied the needs of nurses and doctors from the UX perspective.

I worked both as a UX designer and software developer in this project. I created and tested prototypes of the system following user-centered design approaches, and applying sketch, usability testing, and usability heuristics.

I also developed a middleware that could help developers generate GUI elements from the openEHR XML files. The middleware was developed in Java.

At Sahlgrenska, I performed user research, requirements gathering, brainstorming, interviews and workshops with different stakeholders, and created paper prototypes and performed various usability tests and heuristic evaluations on them. In this work I used Java, Eclipse, XML, Sketch, and Balsamic mockups.

⋄ **Chalmers University of Technology**   **2007- 2011**
PhD. student; Division of interaction design
Besides my empirical research at Sahlgrenska, I was also a teaching assistant in courses *human-computer interaction*, and *human-centered design* where I supervised student projects and provide expert feedback on their design.

In 2009, I took a course provided by Venture Cup Väst named *business planning for researchers*. This course provided me with a new perspective to academic work, and how that can generate economic value as well. During the course, I created a business plan for an innovative idea in the area of e-commerce, submitted to Venture cup competition. I am confident that above experiences provide me with a multidisciplinary skill-set that can help me perform better in my future assignments.

⋄ **Azad University, Qazvin branch, Qazvin, Iran**   **2005- 2007**
Lecturer and Researcher; Dep. of information technology
I designed and taught courses in undergraduate program[1]. I also proposed and supervised a number of BSc. theses.

⋄ **Information Systems IRAN[2], Tehran, Iran**   **2004-2005**
Requirements analyst and **System architect**
I performed requirements gathering, analysis and modeling using UML /RUP, for a large software project. I also used Zachman framework in my work as an enterprise architect This experience has given me insight about industrial projects and improved my hands-on abilities, that can be useful in my future industrial assignments or industry-relevant research projects.

AREAS OF
EXPERTISE

⋄ **Software Engineering:** Software development processes, Business analysis, Software process improvement, Requirements management, Requirement gathering, prioritization and refinement and validation, Non-functional requirements (i.e. quality requirements), Software process improvement, Capability maturity models, Business development and startups.

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[1]Courses I taught include programming, web development, principles of data structures, principles of database design

[2]Information Systems IRAN was at the time one of the largest software development companies in Iran with more than 35 years of experience.

◇ **Human-Computer Interaction:** HMI, User-Centered design, UX, Usability, User research, User tests and evaluations, Heuristic evaluation, Interaction design.

PROCESSES, TOOLS AND METHODS

◇ **Software Engineering:** Waterfall, RUP, Agile (Scrum), Software process improvement, CMM

◇ **Requirements:** Interviews, Surveys, customer workshops, Creativity workshops, Retrospective workshops, Mind mapping, Brainstorming, Hierarchical task analysis (HTA), Kano model, User stories, Use case modeling, UML, Requirements specification template (IEEE and Volere), ISO 9126 and 25010 (System and software quality models).

◇ **Human-Computer Interaction:** Design thinking, User-Centered Design (UCD), ISO 9241-210 (Ergonomics of human-system interaction-HCD for interactive systems).
Observation, Shadowing, User Research, User stories, Use case modeling, Scenarios, Hierarchical task analysis (HTA), Rapid Prototyping, Digital Sketching, Usability Engineering, Persona, Wireframing, Paper prototyping, Sitemaps.
Geneva Wheel Of Emotions, Design for experiences, UX models and frameworks, emotional design (Norman), Pleasurable design (Jordan), Lean UX, User/Customer journey, UX touchpoints, Design studios, UX goals, measures and metrics, User satisfaction questionnaires for UX (e.g. AttrakDiff).
Cognitive Walkthrough, Heuristic evaluation, Usability principles of Jordan & Norman, Usability testing, User satisfaction questionnaires.

◇ **Tools and Platforms:** Balsamiq Mockups, Sketch, Illustrator, Photoshop, inVision, Omnigrae (UML modeling, mind-mapping, concept development tool), XMind (brainstorming and mind-mapping tool).
GitHub, Jira, Eclipse, Asana, nVivo (thematic analysis, interview coding), TamsAnalyzer (thematic analysis, interview coding).
Latex, MS Word, MS Excel, MS Powerpoint, Mac Keynote.

◇ **Programming:** Java, J2EE, C++, Pascal

◇ **Web design:** HTML, XML, JSP, Wordpress, Drupal

EDUCATION[4]

◇ **PhD candidate in software engineering**[3]   **2011- 2016**
Chalmers University of Technology
Thesis title: *Integrating UX practices into software development processes and organisations: lessons from the industry*

◇ **Licentiate of engineering in interaction design**   **2007- 2011**
Chalmers University of Technology
Thesis title: *Towards usable openEHR-aware clinical decision support: a user-centered design approach*

◇ **MSc. in software engineering**   **2002- 2005**
Tehran Polytechnic[5], Tehran, Iran
Thesis title: *Developing an agent-based middleware for digital library and e-learning systems*

◇ **Java programming Certificate**   **2004**
ACM chapter, Iran

◇ **Java web developement Certificate (J2EE)**   **2004**
ACM chapter, Iran

◇ **BSc. in software engineering**   **1998- 2002**
Yazd University, Yazd, Iran
Thesis title: *Developing a local mail server*

LANGUAGE SKILLS

◇ **Persian:** Native

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[3]The thesis will be finalized till summer 2017
[5]Amirkabir University of Technology

UX Strategist and Coach

Why am I suitable for this role?

Pariya Kashfi

I am an ambitious, positive and reliable person. I am social and have a flair for presentation and engaging in dynamic discussions.

I have a multidisciplinary background and experience in both software engineering and development and human-computer interaction. My main area of expertise and interest is UX strategy and coaching. I have vast knowledge and expertise in software development processes especially non-functional (i.e. quality) requirements practices, including UX and usability, and can coach companies improve in this area.

I enjoy working with internal and external stakeholders in development projects. I can combine my technical and design skills with my broad process and requirements knowledge to address business, customer and user interests efficiently and with minimums waste.

I am expert is running interviews, and workshops and working closely with customers and users, using both software engineering and UX tools and methods. I am also experienced in C, C++, Java, and web development.

My free time is spent on running and yoga, reading and socializing with my family, friends, and my dog Tasha! She is also a mentor at Mentor Sweden.

Below, I include a number of reason why I find myself interested in and suitable for this role:

- I am social and passionate about communication, group work, leadership and coaching

- I am outspoken and comfortable in raising issues and openly discussing them with other parties

- I am able to take responsibility, drive, motivate and convince, and have shown it in my previous industrial and research projects by getting buy in for my research ideas and involve various industrial partners

- I am resilient and persistent (survived my PhD studies after all !)

- I have 9+ years of experience in the area of UX strategy and coaching

- During my PhD studies I have specifically looked into how organizations fail or succeed to achieve a sustainable UX work

- I have vast knowledge on various existing approaches to introduce UX into development organizations in particular with focus on Agile processes, and the dynamic between product management, product owners and UX designers

- I have deep knowledge and expertise on research methods in particular empirical studies. This helps me in my role as a UX strategist and coach when I need to first investigate current state of the organization with close collaboration with other stakeholders, and then apply the information to adjust future planning and actions to reduce waste, and increase success in UX work

- I have developed an *evidenced-based UX retrospective method*, a workshop in which different organizational units get the opportunity to understand and discuss their role in UX work and jointly identify barriers and success factors based on the history of UX work in the organization. The outcome of the workshop helps developing and executing a coaching plan and UX strategy that is most suitable for the organization's culture and history

- I have deep understanding of both business and user requirements and am able to use my software engineering and UX tools and methods to identify, refine, and negotiate them with other stakeholders

- I am experienced in gathering both functional and non-functional requirements, including usability and UX goals

- I have deep knowledge on the exiting ISO standards, and requirement templates and models that cover various types of requirements including UX and usability, and guide how to address them in software projects

- I have developed a *UX-aware model of requirements* that targets communication between technical and non-technical roles, e.g. developers and UX designers. The model aims to better highlight the similarities and differences between UX and other requirement types, and different tools and methods that can better address these differences in projects to ensure a sustainable UX work

- I have a deep understanding of software development processes and projects, and related tools, methods and practices, e.g. Scrum and Kansan, RUP

- I have a deep understanding of design thinking, interaction design, usability and UX, and related tools, methods and practices

- I am experienced in requirements gathering and analysis but also development and programming, this means that I understand the existing different languages and cultures in software projects and can be a translating bridge and a coordinator among them

- I have a passion for ideation and concept development and am also experienced in wireframing, prototyping, creating user and customer journeys and connecting them to the KPIs

- I am experienced in designing and executing audits and testing for design solutions, and am also able to coach the team members to perform such tests

Appendices

Appendix A: Publications

PEER REVIEWED JOURNAL PAPERS

◇ **P. Kashfi**, R. Feldt, A. Nilsson, *A Case Study on Integrating UX Practices into Software Development Organizations: A Socio-technical Perspective on Challenges in Practice*, (**to be submitted to Journal of Empirical Software Engineering**), 2016.

◇ **P. Kashfi**, A. Nilsson, R. Feldt, *Integrating User eXperience Practices into Software Development Processes: Implications of Subjectivity and Emergent Nature of UX*, (**under review in PeerJ Computer Science Journal**), 2016.

PEER REVIEWED CONFERENCE PAPERS

◇ **P. Kashfi**, R. Feldt, A. Nilsson, R. Berntsson Svensson, *Cross-Section Evidence-based Timelines for Software Process Improvement Retrospectives: A Case Study of User eXperience Integration*, The 42st Euromicro Conference series on Software Engineering and Advanced Applications (SEAA2016), IEEE, Limassol, Cyprus, August 2016.

◇ **P. Kashfi**, R. Feldt, A. Nilsson, R. Berntsson Svensson, *A UX-aware Model of Requirements: A Conceptual Model with Industrial Validation*, The 6th IFIP WG 13.2 International Conference, Human-Centered Software Engineering (HCSE2016), Springer Berlin Heidelberg, Stockholm, Sweden, August 2016.

◇ **H. Kashfi**, O. Torgersson, *Supporting openEHR Java Desktop Application Developers*, The XXIII International Conference of the European Federation for Medical Informatics, Proceedings of Medical Informatics in a United and Healthy Europe (MIE2011), IOS Press, Oslo, Norway, August 2011.

◇ **H. Kashfi**, *Applying a user centered design methodology in a clinical context*, The 13th International Congress on Medical Informatics (MedInfo2010), ISO Press, Cape Town, South Africa, January 2010.

◇ **H. Kashfi**: *An openEHR-Based Clinical Decision Support System: A Case Study*, Medical Informatics in a United and Healthy Europe (MIE2009), IOS Press, Sarajevo, Bosnia-Herzegovina, 2009.

◇ **H. Kashfi**, O. Torgersson: *A Migration to an openEHR-Based Clinical Application*, Medical Informatics in a United and Healthy Europe (MIE2009), IOS Press, Sarajevo, Bosnia-Herzegovina, 2009.

◇ **H. Kashfi**, M.Razzazi, *Towards agent based e-learning grid middleware: a layered architecture*, International conference on E-learning (ICEL2006), Montral, Canada, 2006.

◇ **H. Kashfi**, M.Razzazi, *Digital library and Distance Learning Web service based Middleware: Specifications and applications*, The 2nd International Conference on Information and Communication Technologies, IEEE, Aleppo, Syria, 2006.

◇ **H. Kashfi**, M.Razzazi, *A distributed Service oriented E-Learning environment based on Grid Technology*, The Saudi 18th National Computer Conference (NCC18), Riyadh, Saudi, 2006.

◇ **H. Kashfi**, M.Razzazi, *Digital Library and Distance Learning (DLEL) Grid Middleware using Agents as Web Services*, The 3rd Annual International Conference of INFOS2005, Cairo, Egypt, March 2005.

◇ **H. Kashfi**, M.Razzazi, *Dissemination Systems' Architecture on Grid Infrastructure(Digital library and E-learning)*, The 10th Annual Computer Society of Iran International Conference, Tehran, Iran, February 2005.

◇ **H. Kashfi**, M.Razzazi, *Grid as a novel Technology for Digital library and Distance learning*, The 2ed E-Learning Symposium, Tehran, Iran, January 2005.

◇ **P. Kashfi**, A. Nilsson, R. Feldt, *Supporting Practitioners in Prioritizing User Experience Requirements*, The 3rd International Workshop on Requirements Prioritization for customer oriented Software Development (RePriCo'12), Essen, Germany, March 2012.

◇ **H. Kashfi**, Jairo Robledo Jr., *Towards a Case-Based Reasoning Method for openEHR-Based Clinical Decision Support*, The 3rd International Workshop on Knowledge Representation for Health Care (KR4HC'11), Bled, Slovenia, July 2011.

◇ **H. Kashfi**[1], *The Intersection of Clinical Decision Support and Electronic Health Record: A Literature Review*, 1st International, Workshop on Interoperable Healthcare Systems - Challenges, Technologies, and Trends (IHS2011), IEEE, Szczecin, Poland, September 2011.

Appendix B: Persona

Pariya Kashfi

"I'm an untiring left/right brainer & make overall visionary images by connecting the small dots!"

Key goals

· Contribute to her employer's success by applying her competences & exchanging knowledge & ideas with her team-mates

· Be involved in developing valuable & quality products & services

Personality

· Disciplined but also flexible

· Curious & hardworking

· Patient but also quick

· Social & self-starter

Strengths

· Fast learner & dots-connector!

· Natural leader & team player

· Analytical & reflective

Weaknesses

· Needs feedback to perform better

· Has too many interests

· Needs to remind herself to sometimes give up!

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[1]My first name has changed from Hajar to Pariya