

KASEY AFSHANI

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PROFESSIONAL SUMMARY

Human-centered designer blending psychology, design, and business. I have designed ergonomic grips for dental tools, improved digital storefronts and websites for usability, and aided in the development of open-source data tools for inclusive design. I am passionate about scaling impact by creating products—physical and digital—that feel simpler, safer, and more intuitive.

EDUCATION

The University of Pennsylvania, Master of Integrated Product Design, May 2028 (Expected)

- Concentration on assistive design and physical fabrication

Tufts University, B.S. Human Factors, May 2026

GPA: 3.91

RELEVANT EXPERIENCE

BIOTRONIK – Human Factors Consultant

Jan. – May 2026

Industry-sponsored Senior Capstone Project redesigning a Remote Assistant for an Internal Cardiac Monitor (ICM) to improve patient usability and confidence during high-stress cardiac events.

- Executed diary studies (N=3) and iterative usability tests across 6 physical and digital prototypes to evaluate carryability.
- Boosted confidence by 54% (2.75 to 4.25/5) and reached 100% error-state comprehension using neutral UI semantics.
- Transformed abstract ring lights and emotional icons into multimodal (aural/visual) feedback to prevent medical panic.

IDEA Laboratory at Tufts University – Project Lead

Sept. 2023 – May 2026

Lead a team of 16 in designing an ergonomic dental grip to minimize pain associated with micro-movements that occur with dental tools, with a focus on the explorer tool. Conducted background interviews, task analyses, user interviews, competitive analysis, and usability testing in collaboration with Tufts Dental School.

- Used SOLIDWORKS to iterate through four renditions of mid-fidelity prototypes, 3D-printed with PLA.
- Selected to present research at the 2025 NE Chapter of the Human Factors & Ergonomics Society Student Research Conference.
- Advanced from Project Coordinator to Lead, overseeing operations, managing timelines, and increasing membership by 125%.

JOON Enterprises – UI/UX Design Consultant

June – August 2025

Company that specializes in automating health/wellness reimbursements for employees. Partnered directly with executive leadership to design and launch an e-commerce storefront, transitioning the company from outbound referral links to an in-house checkout flow to increase profitability and retention.

- Helped bring the Joon shop to life by curating product selection, editing site layout, & cultivating partner relationships.
- Developed scalable UX testing protocol to support long-term site development—applied across web pages and navigation.

Tufts University, ENP161: Human Factors in Product Design & Dev. – Teaching Assistant

May – August 2025

- Restructured course content, including rubrics, timeline, and lecture materials, as well as grading 50+ reports and assignments.
- Selected due to high-performance in leadership roles, exceptional participation in the class, and stakeholder recommendation.

HumanLink – UX Designer

January – May 2025

A project to build an open-source, anthropometric database free for anyone to use. The project was a seedling of an idea, so much of the work focused on exploring potential avenues, defining user groups, and supporting stakeholders in ideation.

- Conducted 12 user interviews with Human Factors Engineers to learn about pain points in existing anthropometric databases.
- Developed information architecture, wireframes, and an MVP of the potential product, designed in Figma and organized via Miro.
- Led a team of four and organized timeline, scheduling, and weekly meetings with the project's stakeholder.

Quest Property Management – Media/PR Intern

June – Aug 2024, May 2025

Real estate company with the goal of improving their online presence to assert credibility with potential tenants and investors.

- Decreased vacancies by 50% following site creation for each property.
- Built and redesigned property websites to improve visual hierarchy and UX flow, increasing site traffic and rental rates.
- Created marketing materials, including brochures and billboards, and handled financial reconciliation and various rental audits.

ESSENTIAL SKILLS

Application Based: Figma, Framer, Google Workspace, OnShape, SOLIDWORKS, WordPress, Canva, Adobe Suite, Shopify, C++

UX-based: User Research, Prototyping, Wireframing, Information Architecture, Journey Mapping, User Personas, User Interviews

CERTIFICATIONS

Social & Behavioral Research — Collaborative Institutional Training Initiative (CITI)

Iss. Jan 2025 · Exp. Jan 2029

Certified SolidWorks Associate (CSWA) — Dassault Systèmes

Iss. April 2024