

KASEY AFSHANI

310-980-9310 | kafshani10@gmail.com | kaseyafshani.com | linkedin.com/in/kasey-afshani

EDUCATION

Master of Integrated Product Design (IPD), University of Pennsylvania (GPA 4.0/4.0) **Expected May 2028**

Relevant Coursework: Design Processes, Product Engineering, Problem Framing, Industrial Design

B.S. in Human Factors Psychology, Tufts University (GPA 3.91/4.0) **May 2026**

Honors: Summa Cum Laude, Dean's List (2022-2026)

Relevant Coursework: Statistics for Behavioral Sciences, Experimental Psychology, Human Factors Engineering, Consumer Psychology

SKILLS

Research: Mixed-Methods Research, Qualitative & Quantitative Analysis, Thematic Analysis, A/B Testing, Co-Creation, REBA/RULA

Design: Information Architecture, Accessibility, Ergonomics, Wireframing, Prototyping, Data Visualization, 3D Printing, Laser Cutting

Software: Figma, Miro, SOLIDWORKS, Onshape, Rhino, jamovi, SPSS, R, C++, Excel, Adobe Creative Suite

Certifications: CSWA (Dassault Systèmes), CITI Social & Behavioral Research

EXPERIENCE

Human Factors Design & Development Lead, IDEA Laboratory at Tufts University **Sept. 2023 - May 2026**

- Led a 16-person team developing an ergonomic dental grip with Tufts Dental School, using interviews, task analysis, and competitive research to identify excessive pinch force and hand-size variations as primary ergonomic pain points.
- Synthesized research into 6 design requirements spanning grip styles, symmetry, tactile feedback, ambidextrous use, and sterilization constraints, guiding 12 prototype iterations across 3 design subteams.
- Conducted expert reviews and usability testing across grip geometries, textures, and diameters, using findings to narrow early concepts and select a final design direction for higher-fidelity prototyping and expert review.
- Selected to present research at the 2025 NE Chapter of the Human Factors & Ergonomics Society Student Research Conference.

UI/UX Design Strategist, JOON Enterprises

June - Aug. 2025

- Partnered with executive leadership to design product discovery, categorization, and checkout for an in-house e-commerce storefront spanning 200+ products.
- Established a repeatable usability testing framework combining task-based testing and preference comparisons to evaluate navigation and product discovery.

Media & Public Relations Intern, Quest Property Management

June - Aug 2024

- Designed and launched 3 property websites, restructuring information architecture, site navigation, and rental listings to improve unit discovery and contributing to a 50% reduction in vacancies.
- Developed print and digital leasing campaigns across 2 recently acquired properties, translating property features and availability into brochures, billboards, and web assets to support tenant acquisition.

PROJECTS

Human Factors Consultant, BIOTRONIK

Jan. - May 2026

Industry-sponsored capstone redesigning the form and interface of a handheld cardiac-monitor accessory.

- Evaluated form-factor tradeoffs for users aged 50+ through a 4-day diary study with 3 low-fidelity prototypes, identifying how device size affected portability and stress during everyday carrying and retrieval.
- Iterated the device interface across 6 Figma prototypes, refining error states and multimodal audio/visual feedback to improve user confidence 54% (2.75 → 4.25/5) and achieve 100% error-state comprehension through A/B usability testing with 18 participants.

UX Researcher & Designer, HumanLink

Jan - May 2025

Early-stage project developing an open-source anthropometric database with industry human factors practitioners.

- Conducted 12 exploratory interviews with human factors practitioners, combining thematic analysis with competitive and workflow reviews to identify pain points in existing anthropometric databases and translate user needs into 6 product requirements.
- Translated 6 research-derived requirements into information architecture, wireframes, and an interactive Lovable MVP, iterating with stakeholders to refine search, filtering, and visual body-based data exploration for users with varying technical expertise.

ADDITIONAL EXPERIENCE

Studio Technician, Engineering Studios @ Venture Lab, University of Pennsylvania

Sept. 2026 - Present

- Guide students from digital designs through physical fabrication across laser cutting, 3D printing, and woodshop processes, advising on material selection, manufacturing methods, and DXF/STL troubleshooting.
- Led a laser-cutting workshop for 20 novice users covering file preparation, machine setup, safe operation, and fabrication.

Teaching Assistant, ENP 161: Human Factors in Product Design & Dev., Tufts University

May - Aug. 2025

- Reviewed prior-term course evaluations to identify recurring student concerns, then revised the course schedule and lecture content to address them.
- Evaluated 50+ student deliverables across user research, ergonomic analysis, and product-development projects using revised grading rubrics.