Mahshid Karimi

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I'm a strategic researcher and systems thinker with 7+ years of experience. Driven by a passion for building inclusive and empowering technology, I help organizations uncover root causes, anticipate unintended consequences, and design solutions that are truly sustainable and impactful. This ensures we're not only identifying the right problems, but solving them in the right way.

I believe in pushing technological boundaries while upholding ethical standards, creating impactful solutions that benefit both businesses and the people they serve.

EXPERIENCE

BMC Software, Santa Clara, US | Senior UX Researcher | Enterprise   *2021 - present*

Supported strategic research initiatives aimed at modernizing the user experience of the company's enterprise products and expanding Service Management portfolio. Contributed to studies across key areas such as AI integration in incident, problem, and change management, workflow automation, CMDB, and emerging Generative AI use cases.

Achievements:
Product
- Supported executive-level roadmap by collaborating across functions and business units, conducting large-scale foundational qualitative and quantitative studies
- Drove strategic research initiatives across all Service Management products that uncovered product opportunities, informing the development of new features, AI/ML capability expansions, and measurable increases in adoption.
- Provided data-driven insights into DSOM product lines performance through quantitative analysis of Voice of Customer (VoC) data, trend analysis and monitoring.
- Partnered with solutions marketing teams to conduct research on user workflows, uncovering usability challenges that contributed to improved new customer flows.
- Developed HelixGPT evaluation metrics through cognitive testing in collaboration with PMs and data scientists, helping product teams have a fine-tuned set of measures to evaluate HelixGPT engines.

Process
- Contributed to the establishment of a unified research approach for BMC AISM, helping to log, analyze, and prioritize research insights to drive impact and increase leadership visibility.
- Participated in ResearchOps initiatives aimed at improving standardized templates and educating designers doing research.

People
- Fostered a culture of knowledge sharing by contributing to research best practices, team rituals, and internal learning sessions.
- Mentored designers and other team members across the organization to apply different research approaches.

TELUS, Vancouver, Canada | Senior UX Researcher & Designer | B2C   *2019 - 2021*

Led research across 4 TELUS departments, including Security & Smart Home, HomeSolutions (HS), LivingWell Companion (LWC) & My TELUS mobile app.

Achievements:
Product
- Led strategic research for TELUS SmartHome Security, establishing the company's first online ecosystem aligning with customer needs uncovered through extensive field and generative research.
- Planned, led and executed over 80 evaluative research studies across all product lines which lifted annual conversion rates in prospects and existing customers flows by 20% (97% significance) and 37% (100% significance), respectively.

- Improved TELUS HomeSolutions online experience through performing research and design, increasing NPS by 24 points, recognized with the TELUS Gold Star Research Award.

Process
- Contributed to the rollout of Lean Research and Remote Testing enablement program, helping UX Design teams conduct faster, more scalable research.
- Built a centralized, accessible research repository to surface insights across teams, increasing the visibility and early integration of research in the product development process.

Avesdo, Vancouver, Canada | UX Researcher & Designer | B2B2C   *2018 - 2019*

Led the launch of Avesdo, the world's first New Construction Transaction Management Software (TMS) for new home sales in North America. Played a key role across customer engagement, recruitment, research, and UX design to drive a successful market debut.

Achievements:

Product
- Collaborated with stakeholders, shaped the strategy, identified major use cases, designed solutions for a new-to-market SaaS product.
- Informed growth, adoption, monetization and product strategies by studying both early adopters' and churned customers' behavior and sentiment for the company's deal management software.
- Shaped Avesdo's product roadmap by frequently triangulating data from a variety of sources (telemetry, customer feedback, etc.) to uncover pain points and areas of opportunity.

Process
- Played an instrumental role in development of a realtor and home-buyer feedback system utilizing the SAM scale used in the experiments to capture participants' emotional reactions.

Evenset Inc, Toronto, Canada | UX Consultant   *2017 - 2018*

Partnered with clients to perform UX research and design for a wide range of medical products.

Achievements:

Product
- Shaped product strategy, identified workflows, designed interactions and performed usability testing for further iterations for multiple medical products.

County of Orange, Santa Ana, US | Staff Aide II | Public Sector   *2015 - 2016*

Conducted data analysis to support policy updates aimed at reducing code violations in vulnerable communities, revealing key links between public transit access and violations affecting low-income families.

Achievements:

Product
- Designed and executed a three-phase survey across diverse demographics to analyze living behavior trends and segment regions, enabling more effective program targeting.

Process
- Created a scalable database for the County to classify, track code enforcement cases over time and provided semi-annual trend analysis insights to inform policy department

Education

University of California Irvine, School of Social Ecology, Master of Urban Planning   2015
University of Tehran, School of Fine Arts, Bachelor of Industrial Design   2011

Awards/Honors

BMC Over & Beyond Award - HelixGPT Research, Santa Clara	2024
BMC Research Leadership Award, Santa Clara	2022
TELUS Gold Star UX Award, Vancouver	2021
Kansei Engineering & Emotional Research Conference (KEER2010) Special Award, Paris, France	2010