

# TAHIRA RESALAT

I am storyteller, product designer and researcher, passionate about the future of design research, exploring ways to make products and services more diverse, inclusive and intersectional.

## EXPERIENCE

### Illustrator & CEO Teecaake

July 2015 – Present

Remote Work

- Pioneering unique artwork, using traditional and digital techniques, to create merchandise collections
- Brand development, content creation, digital marketing and maintaining 70,000+ followers on multiple social media platforms including Instagram & TikTok
- Liaising with a variety of product suppliers and stakeholders to ensure the best quality of products being made
- Communicating with online customers, managing, shipping and delivering orders via an e-commerce system

### Upstream Research Engineer Dyson Technology

June 2019 – June 2020

Malmesbury, UK

- Successfully delivered 4 user research projects in a fast paced environment, utilising consumer and behavioural science principles
- Implemented innovative methodologies, both qualitative and quantitative, working with large behavioural data sets, and took initiative to design a new research metric used throughout the company
- Designed and conducted multiple user trials and ethnographic research to develop valuable research insights for current and new products

## PROJECTS

### Foodible

(HCD, UI/UX Design) 16 weeks

#### a culturally sensitive wellbeing app to support people with food anxiety

- Designed and established a culturally sensitive healthcare app for South Asian women, consulting users, charities and subject experts
- Conducted ethnographic research and communicated complex and taboo issues to a niche user group
- Accomplished an end to end product design process including iterative wireframing, prototyping and user testing
- Explored opportunities to scale the app with a range of stakeholders

### NAVIO

(HCD, Sustainable Design) 12 weeks

#### a navigational and safety device powered by a plant battery

- Researched, designed and communicated a concept product about the future of plant-based batteries and their applications in our society
- Innovated a novel scientific principle into a used case, putting users at the core of product development, through key insights gathered from 1-to-1 interviews, user experiments and expert workshops

### Infographics Culture

(HCD, UI/UX Design) 12 weeks

#### concept features for the future of Instagram

- Advocated the scope of social justice on social media and designed 3 concept features, ensuring their aesthetic and functional feasibility
- Led a user testing programme with 200+ users to understand the behaviours of Instagram consumers

tahiraresalatdesign.com

tahiraresalat@gmail.com

+447599471707

@tahiraresalatdesign

linkedin.com/in/tahiraresalat

## SKILLS

Creative Thinking  
Problem Solving  
Organisation  
Time Management  
Resilience  
Determination  
Communication  
Teamwork  
Leadership

## EDUCATION

Imperial College London  
Royal College of Art

MA/MSc Innovation Design Engineering  
2020 - Present

The University Of Sheffield

BEng Materials Science and Engineering  
2016 - 2019

## TOOLS

Photoshop  
Illustrator  
InDesign  
XD  
Figma  
Microsoft Suite  
Google Suite  
Miro  
Fusion 360  
Wordpress

## ACHIEVEMENTS

1851 Industrial Design  
Studentship 2020 - 22

Academic Speaker at  
AAATE Conference 2019

Sheffield Engineering  
Leadership Academy  
Graduate 2017 - 19