

TAHIRA RESALAT

I am storyteller, product designer and researcher, passionate about the future of user 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 User Researcher 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 for women 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

tahiraesalatdesign.com

tahiraesalat@gmail.com

+447599471707

@tahiraesalatdesign

linkedin.com/in/tahiraesalat

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