

Zahra Amooyi Asrami

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B.Sc. in Computer Engineering with over 9 years of experience in software development, programming instruction, and user-centered design. Founded the Farayaneh Educational Institute, training over 1,500 students with a 70%+ employment rate in tech. Expertise in full-stack development and HCI research, focusing on calm computing, IoT, and adaptive interfaces for diverse, isolated populations (e.g., older adults, off-grid communities). Seeking a Ph.D. in Computer Science to advance social technologies for calm connection in extreme isolation scenarios.

EDUCATION

- **B.Sc. in Computer Engineering (Software)** - Mazandaran University of Science and Technology, Behshahr, Iran (2012 – 2016)
 - Thesis: Designed a Web-based University Association Platform with an emphasis on usability, accessibility, and user-centered design, exploring intuitive interfaces for remote collaboration (Grade: “Excellent”).
 - GPA: 14.61/20 ($\approx 3.1/4.0$) ; graduated in the top 5% of class.
 - Honors: Ranked in the top 2% among approximately 300,000 participants in Iran's National University Entrance Exam (2012). Awarded a full-tuition merit scholarship for undergraduate studies (2012–2016).

RESEARCH INTERESTS

- **Human-Computer Interaction (HCI):** Designing inclusive, adaptive interfaces with WCAG 2.1, focusing on calm computing and IoT for passive social connections in extreme isolation (e.g., off-grid living).
- **Collaborative Systems (CSCW):** Developing intuitive tools to support emotional presence and group interaction for isolated communities.
- **Personalized User Experiences:** Data mining and recommender systems tailored for underrepresented users, such as older adults in remote settings.
- **Interactive Technologies:** Leveraging XR/VR/AR and whole-body input for accessible solutions in isolated environments.

HONOR AND AWARDS

- 1st Place, Programming Marathon Olympiad (2022) : Won top prize for developing a user-centered real estate platform with intuitive UI, robust accessibility, and optimized input techniques.
- National Exam Distinction: Achieved Top 2% rank among 300,000 participants in Iran’s national university entrance exam (2012)
- Full Undergraduate Merit Scholarship: Received a full-tuition scholarship at Mazandaran U. of Science and Technology for academic excellence (2012–2016)

TEACHING & ACADEMIC EXPERIENCE

- Founder & Chief Lecturer, **Farayaneh Educational Institute** – Sari, Iran (2018 – Present)
 - Founded and led a programming training institute, instructing over 1,500 students and achieving a 70%+ employment rate in tech roles.
 - Developed custom curricula and authored three programming textbooks on C#, SQL, and ASP.NET MVC to enhance student learning.

- Volunteer Digital Literacy Instructor, **Iranian Relief Committee** – Mazandaran, Iran (2018 – Present)
 - Delivered free digital literacy and programming courses to over 200 underprivileged youth and older adults, emphasizing accessible technologies for digital inclusion in isolated communities.
- Programming Instructor (Contract), **University of Science and Technology of Mazandaran** – Behshahr, Iran (2016 – 2017)
 - Taught practical C# and web development courses to over 100 undergraduate students, enhancing their coding proficiency, algorithmic problem-solving, and teamwork skills.
 - Collaborated with the Entrepreneurship Center to align coursework with industry requirements, mentoring student teams on capstone projects.

PROFESSIONAL EXPERIENCE

- **CEO & Lead Software Developer** | PayamAfzar Avang Tabarestan Co. – Sari, Iran (2017 – Present)
 - Led a team of 10 developers in delivering over 150 software projects, including inventory management systems, e-commerce platforms, and corporate websites.
 - Achieved 100% client satisfaction, fostering business growth through referrals.
- **Software Developer** | Rayan Electronic Sepehr Jahangir Co. – Sari, Iran (2016 – 2017)
 - Developed a C# service for automated remote electricity consumption tracking, deployed successfully across Mazandaran Province with plans for national expansion.
 - Streamlined data collection processes, reducing manual errors and enhancing operational efficiency.
- **Software Developer** | Jadooye Fekr Programming Co. – Sari, Iran (2015 – 2016)
 - Upgraded a national utility company’s CRM, improving responsiveness and user functionality for remote teams.
- **IT Intern** | Neka Cement Factory (Informatics Dept.) – Neka, Iran (Summer 2015)
 - Redesigned the company website to improve accessibility for low-literacy workers, incorporating visual aids and simplified navigation.
 - Assisted senior IT staff with software troubleshooting and gathered user feedback to recommend workflow improvements – an experience that strengthened teamwork and problem-solving skills.

SELECTED PROJECTS (HCI & SOFTWARE DEVELOPMENT)

- **PhysioCare Rehabilitation Software** (2025)
 - Developed a platform for older adults, integrating video-based exercise tutorials and passive health monitoring to enable calm connections with family in isolated settings.
 - Enhanced usability with clear navigation, inclusive design, and accessible interaction patterns.
- **Online Billing & Invoices Management Software** (2025)
 - Developed an integrated invoicing platform with order management, automated invoice generation, and financial reporting, incorporating user-centered design principles to streamline workflows and enhance usability.
 - Optimized UI for intuitive navigation, boosting sales and operational efficiency.
- **Applied Research & Development Center E-Commerce Platform** – [Takato.ir](https://takato.ir) (2023)
 - Developed a multi-module CRM and e-commerce platform for 60,000+ agricultural products, emphasizing accessible, responsive design for rural users.
 - Eliminated paper-based processes and automated sales workflows, boosting sales via intuitive HCI features such as personalized recommendations and user-friendly dashboards, thereby enhancing engagement.
- **Educational Management Portals** – [Farrayaneh.ir](https://farrayaneh.ir) & [Mehrangiz.org](https://mehrangiz.org) (2021)
 - Designed course and marketing platforms for over 50 institutes, integrating student-centered UIs and accessibility features.

- **Online Wedding Marketplace** – AroosBeshi.ir (2021)
 - Built a platform for managing digital wedding invitations, online payments, and a vendor marketplace, all within a single user-friendly website.
 - Reduced coordination time by 70% by introducing collaborative planning tools and an inclusive design, allowing users of varying tech skill levels to easily plan and manage wedding events.
- **Multi-Level Travel Booking Platform** – TetisSari.ir (2020)
 - Developed a comprehensive flight booking system with integrated payment APIs, handling over 5,000 bookings and concurrent searches.
 - Improved accessibility and user engagement, leading to a 60% increase in user registration rates after launch (through features like an easy search interface and clear payment flow).
- **FaraPazhoh Virtual Library Platform (2020)**
 - Designed architecture for real-time collaborative reading.
 - Adopted by over 50 universities nationwide for digital library services, demonstrating broad impact and robust design.

CERTIFICATIONS

- **Code the Dream, USA (2025)**
Node.js, React and JavaScript
- **Sari Azad University, Iran (2025)**
AI-Assisted Academic Paper Writing Workshop
- **Technical and Vocational Training Organization of Iran (ILO), Iran (2018-2021)**
MVC Programming; Advanced SQL Server Development; C# Programming; Manager of Free Technical and Vocational Institutions; Entrepreneurship Skills.
- **Mazandaran University of Science and Technology, Iran (2017-2018)**
ASP.Net Webform, Software Systems Design and Implementation

TECHNICAL SKILLS

- **Human-Computer Interaction & UX:**
UI/UX Design (Figma, React.js), User Research, Accessibility (WCAG 2.1)
- **Programming & Development:**
Languages (C#, JavaScript, Python, SQL, C++), Frameworks (ASP.NET Core, ASP.NET MVC, Node.js, Web API, SignalR), Frontend (React.js, Kendo UI, AJAX, PWA, HTML/CSS), Databases (SQL Server, MongoDB, Dapper ORM), Tools (Visual Studio, VS Code, Git, Postman)
- **Other Technical Skills:**
Data Mining, Recommender Systems, Design Support (Photoshop, LaTeX)

MEMBERSHIP

- **Active Member & Workshop Organizer, University Computer Association - Mazandaran U. of Science & Tech. (2012 – 2016)**
 - Organized and led coding workshops for students, fostering a collaborative coding community on campus and sparking interest in software development among over 200 participants.

VOLUNTARY ACTIVITIES

- **Volunteer Tech Educator, Iranian Relief Committee – Mazandaran, Iran (2017 – 2025)**
 - Taught basic computer skills and introductory programming to over 200 individuals in underserved communities, including low-income youth and adults, as part of a digital literacy initiative focused on accessible technologies to boost employability and inclusion.

REFERENCES

Hamed Rajabi – Assistant Professor, ECE Dept., **Mazandaran University of Science and Technology**
(email: rajabi@aut.ac.ir).

Naiem Yousefifard – Lecturer, ECE Dept., **Mazandaran University of Science and Technology**
(email: iritman@gmail.com).