

Teale Masrani

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Highlights

Hello! I am a researcher, UX designer, and project coordinator. During my MSc, I created a decision-support tool leveraging 6000+ client records for a large non-profit agency to make life-altering decisions about vulnerable individuals. I recently collaborated with Zamplo Digital Health to orchestrate a multi-phase research and design project, coordinating 100+ end users and launching three new app features. I previously helped launch a professional podcast, now with over 100 episodes and a global audience. For four years, I was operations manager, event curator, and speaker coach for TEDxYYC.

Professional Experience

UX Researcher, Designer, Project Manager

University of Calgary | Zamplo Digital Health Inc.

2024-25

Launched new version of Zamplo across web, iOS, and Android, a digital health app for patients to track their health journeys.

- Developed multi-phase project roadmap from an existing vision, aligning all communication across development, research, and executive teams.
- Conducted 26 user interviews and orchestrated a 6-week app trial with 100+ participants, collecting behavioural analytics and qualitative user data.
- Created interface designs to embody research findings, and to drive internal design discussions and define the direction for 3 new app features.

UX Researcher, Designer, Project Manager

University of Calgary | The Calgary Drop-In Centre

2022-24

Created *BRDI*, a decision-support tool to support the Calgary Drop-In Centre when making high-risk reentry decisions about unhoused individuals.

- Defined scope, goals, and timeline, for an 18-month collaboration with a large nonprofit agency, to help them better leverage complex datasets.
- Unpacked pain points and aligned on a vision, by facilitating co-design workshops, interviews, and focus groups with a cohort of 16 stakeholders.
- Iteratively designed and deployed 3 versions of *BRDI*, integrated into data systems handling 6000+ client records.

UX Researcher, Project Coordinator

University of Calgary | The C3 Lab

2021-22

Led the research and publication of new design principles for platforms to foster civil online dialogue, accepted into a top-tier international journal.

- Designed and coordinated a 40-participant, two-arm randomized controlled trial, liaising between research collaborators in Canada and Japan.
- Identifies and distilled high-impact design takeaways by conducting and analyzing interviews, surveys, and online conversation observations.

Podcast Launch Coordinator

Hambley Organizational Consulting

2021-22

Coordinated the launch and production of a new podcast hosted by a psychologist and entrepreneur, now with over 100 episodes and a global audience.

- Developed a production workflow for a brand new podcast, scheduling across the host, guests, and producers to ensure consistent episode releases.
- Researched and contacted new potential guests, curating a roster of global thought leaders to drive podcast conversations.
- Maintained a digital marketing strategy to amplify audience reach, promoting podcast themes through social media posts, e-newsletters, and blogs.

Project Administrator

Work Evolution (now Humance)

2020-22

Supported a team of Organizational Psychologists in delivering critical B2B consultation to repair clients' workplace culture and employee satisfaction.

- Helped facilitate impactful client engagements by organizing all logistics, designing digital materials, and writing client-facing reports.
- Ensured consultants were up-to-date on current evidence-based trends in organizational psychology by conducting thorough secondary research.

Operations Manager, Event Curator, Speaker Coach

TEDxYYC

2019-22

Managed speakers for TEDxYYC, one of Canada's largest TEDx events, annually guiding up to 15 speakers to deliver world-class Ted Talks.

- Designed critical paths for all speaker logistics from selection and onboarding, through script development and coaching, to final on-stage delivery.
- Curated yearly event lineups by researching and selecting high-impact speakers, based annual event themes.
- Coached one pair of TEDxYYC speakers by providing thorough feedback during script development, and refining their final talk and presentation.

Summer Intern

Evans Hunt Digital Marketing Agency

2017

Assisted with internal and external operations for cutting-edge Evans Hunt digital marketing campaigns.

- Kept teams apprised of market trends in Finance, Travel, and City Planning industries by researching and developing weekly internal e-newsletters.
- Maintained an engaging online presence for clients by writing digital copy, managing social media branding, and maintaining SEO.

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Education

MSc, Human-Computer Interaction (HCI)

Dept. of Computer Science, University of Calgary

2022-24

- Lead author on four accepted publications in top-tier, peer-reviewed international journals in the field.
- Presented research in-person at conferences throughout Canada, Germany, and Norway.
- Thesis: *Supporting Emergency Shelter Staff: The Co-Design and Deployment of a Human-Centered Data-Navigation Interface*

BSc, Psychology | Graduated with Distinction

Dept. of Psychology, University of Calgary

2015-21

BSc, Computer Science | Graduated with Distinction

Dept. of Computer Science, University of Calgary

2015-21

Tools

Prototyping & UX Tools: Figma • Miro • Canva • Wix

Programming Languages: Python • Java • Able to learn any new programming language

Management & Collaboration Tools: Asana • Obsidian • Trello • Notion

Data Collection & Analysis Tools: PowerBI • Tableau • Qualtrics • NVivo

Teaching & Mentorship Experience

Research Mentor and Support

University of Calgary | The C3 Lab

2025-Present

Closely guide a new MSc student through her research via hands-on feedback and consultation throughout entire project lifecycle.

Private Math Tutor

Calgary Home Tutoring

2020-Present

Ensure the academic success of three young students through grades 4 to 12, by keeping content fun, engaging, and challenging during weekly sessions.

Teaching Assistant

University of Calgary | Dept. of Computer Science & Dept. of Data Science

2022-24

- Developed engaging materials to independently lead lab sections of 20+ undergraduate students.
- Supported each student's success by grading deliverables, providing detailed written feedback, and discussing grades with students after release.

Awards

2023 | **TA Excellence Award: U of C Department of Computer Science** | Received \$500 for exceptional TA work.

2023 | **NSERC Canada Graduate Scholarship, Master's** | Received \$17,500 federal funding to support MSc research.

2022 | **Alberta Graduate Excellence Scholarship (AGES), Master's** | Received \$11,000 provincial funding to support MSc research.

2020 | **Hunter Centre for Entrepreneurship Award** | Received \$200 for an exceptional project in Software Entrepreneurship course.

2016, '17, '18 | **Jason Lang Scholarships** | Received \$1000 each year for a high GPA, for maximum allowed number of years.

2015 | **Arts and Science Honours Academy (ASHA) Entrance Scholarship** | Received \$1000 upon acceptance into ASHA program.

2015 | **Alexander Rutherford Achievement Scholarship** | Received \$2500 upon acceptance into post-secondary, based on high grades.