

Nadia Somani, MSc, BPH

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PROFILE HIGHLIGHTS

- 7+ years of experience in conducting UX research and testing, with an impressive track record in mixed-methods research, user interviews, surveys and focus group discussions to gain valuable insights into user behaviour and preferences
- 7+ years of expertise in data analysis, blending qualitative and quantitative methodologies to generate actionable recommendations, and effectively communicating findings to diverse stakeholders across remote settings
- Empathetic team leader skilled in building cross-functional relationships with key stakeholders like product managers, designers and engineers, while exploring creative solutions to complex problems using conceptual problem-solving skills
- Outstanding written and verbal communication skills, demonstrated through developing presentations and published papers
- Proficient UX/UI and data analysis tools like Figma, FigJam, Qualtrics, Survey Monkey, NVivo, Whimsical and Excel

EDUCATION

CareerFoundry

UI Design Program

Aug 2023 – Present

School of Public Health Sciences, University of Waterloo

Master of Science (MSc) in Public Health and Health Systems (Programme Evaluation Specialisation)

2019 – 2022

- **PhD-level training in qualitative methods** (including interviews, UX testing, observational studies, workshop design & more)

Bachelor of Public Health (BPH), (Gerontology Minor and Life Sciences Specialisation)

2014 – 2019

WORK EXPERIENCE

Programmes Team – The Association of Commonwealth Universities

London, UK

Research & Evaluation Manager

Sept 2024 – Present

- Work within a cross-functional team to define and develop the strategic roadmap and future research needs for evaluating the impact of educational partnerships and capacity-building initiatives
- Manage multidisciplinary teams, including leadership and project stakeholders, to ensure research insights guide the development of inclusive service strategies, with a focus on improving accessibility and impact
- Lead the development and execution of research strategies within cross-functional teams, guiding the selection of methodologies and tools to capture meaningful insights, measure project success, identify improvement areas, and support data-driven decision-making for long-term strategic growth
- Communicate research findings effectively to inform decision-making, using a range of methods such as presentations, workshops, comprehensive reports, and visual data storytelling tailored for diverse audiences

Team for Implementation, Evaluation, and Sustainability – St. Michael's Hospital

Research Assistant & UX Lead

Aug 2021 – Jul 2024

- Lead data-driven decision-making by conducting 20+ usability testing interviews and client surveys, to provide actionable insights for improvements of design features, information architecture and workflows
- Facilitate collaboration with multidisciplinary teams of designers and product managers, by leading 15+ discovery sessions using design thinking methods, design critiques, and brainstorming sessions on FigJam to generate innovative design concepts
- Develop and execute comprehensive research plans by defining objectives, selecting methodologies, and creating data collection tools to ensure consistent, high-quality insights across multiple projects
- Design and implement mixed-methods research analysis using NVivo and Excel, by implementing appropriate coding methodologies, drafting thematic summaries and identifying trends, to highlight key findings from interview transcripts
- Undertake stakeholder mapping by identifying 60+ global health experts, and organising focus group discussions to develop insights on strengthening healthcare systems, ensuring an empathetic approach to understanding stakeholder needs

Knowledge Management & Translation Team – Grand Challenges Canada

Communications Analyst

Jan 2024 – Jul 2024

Data Analyst – Knowledge Management & Translation (KMT)

Jul 2022 – Jan 2024

- Design and execute surveys, employing tools like Qualtrics and Survey Monkey, to derive actionable insights and make evidence-based decisions across innovative projects
- Conduct mixed-methods research analysis of 1500+ projects using advanced Excel features to translate findings into clear actionable insights and accurately measure the impact of innovative projects to support impact investment decisions
- Generate 20+ case studies through synthesising data from diverse sources, including reports, funding agreements, and evaluation frameworks, to effectively demonstrate the organisation's impact on global initiatives

Centre for Global Child Health – SickKids (The Hospital for Sick Children)

Graduate Research Assistant

Apr 2019 – May 2022

- Guided the design of an educational app by employing advanced techniques such as A/B testing and journey mapping to refine the UX and pinpoint enhancement opportunities for future development, in collaboration with product and analytics managers
- Analysed data collected during the testing phase to assess its relevance in achieving research study objectives and goals, by coding and interpreting user feedback to effectively communicate insights, informing the product roadmap and strategic decisions

- Conducted UX research that contributed to the development of a design system, to ensure user-centred design principles were at the forefront of product development and UI design strategies

SELECTED EXTRACURRICULARS/LEADERSHIP POSITIONS

Global Encounters (youth camp), *Programme Director; Content Director* May 2022 – Aug 2022

- Collaboratively designed wireframes, user workflows, and prototypes in Figma to drive an iterative website rebranding process
- Managed a team of 25+ staff by setting clear goals and personal development plans through regular 1:1s and effective coaching
- Designed graphics using Illustrator, to market the program across social media platforms, resulting in a 50% registration increase
- Facilitate collaborative design discussions, using research-driven insights to guide decision-making and promote continuous product improvement

Camp Odyssey (youth camp), *Digital Media Director; Operations Director* Jan 2021 – Oct 2021

- Created and implemented a digital media strategy through active staff engagement, outreach, and delegating tasks to cultivate digital engagement across social media channels, leading to 100k impressions
- Led virtual training sessions for 30+ youth to provide coaching on cultural sensitivity to ensure smooth execution of the programme and facilitate a positive learning environment for 400+ participants internationally

PUBLICATIONS

Fahim, C; Courvoisier, M; **Somani, N**; Matas, F; Straus, S. “Creation of a theoretically rooted workbook to support implementers in the practice of knowledge translation”

Implementation Science Communications

Aug 2023

Somani, N.; Marshall, K.; Tang, K.; Durani, H.; Bhutta, Z. “An Evaluation of Frameworks Demonstrating The Role of The Private Sector In Non-Communicable Disease Management and Control: A Systematic Review and Thematic Synthesis”

British Medical Journal (BMJ Open)

Feb 2023

Ataullahjan, A.; Lo, S.; Aziz, H.; **Somani, N.**; Bhutta, Z. “Why We Need Stricter Oversight of Research Involving Human Subjects Affected by Conflict”

AMA Journal of Ethics

Jun 2022

Straus, S.; Fahim, T.; Moore, J.; Khan, S.; Courvoisier, M.; De Matas, F.; **Somani, N.**; Rashid, S. “The Select Tool”

St. Michael’s Hospital, Knowledge Translation Program

May 2022

SELECTED CONFERENCE PRESENTATIONS

Salim, S.; **Somani, N.**; Nobrega, R.; Morita, P. “Air Pollution and Global Health: Designing A Knowledge Translation Tool”

International Symposium on Human Factors and Ergonomics in Health Care

May 2020

Somani, N.; Benjamin, K., Neiterman, E. “Expectations of Aging: A Qualitative Analysis of Female Experiences of Aging and Menopause”

International Women and Children’s Health Conference. Ideas to Action: Advocating for Health

Nov 2019

Nobrega, R; **Somani, N.**; Morita, P. “Air Quality Monitoring Platform Using Data Mining, Big Data and Machine Learning”

26th Canadian Conference on Global Health

Oct 2019

Somani, N.; Nobrega, R; Morita, P. “Challenges In Using Technology To Improve Global Health Initiatives On Air Pollution In Mongolia”

6th Global Health Student and Young Professionals Summit

Oct 2019

Somani, N.; Lo, S; Attullahjan, A; Bhutta, Z. “Examining Ethical Research Practices of Sexual, and Reproductive Health & Maternal and Newborn Health Research with Conflict-Affected Populations”

SickKids Summer Research Symposium

Aug 2019

SELECTED CERTIFICATES

Intermediate Adobe Illustrator, *OCAD U (Ontario College of Art and Design University)*

Nov 2023

MiniMBA (Business Fundamentals Program), *University of Toronto*

Apr 2023

Creating Impact with Evidence-Based Implementation, *The Center for Implementation*

May 2022

SKILLS

Figma Design & Prototyping, FigJam, Qualtrics, Adobe Illustrator, Adobe InDesign, MailChimp, NVivo, Tableau, Canva, Survey Monkey, REDCap, WordPress, Wix, MS Suite, Web & Mobile UI Design, Usability Testing, User Interviews, Ethnographic Studies, Design System Creation, Excel Data Visualisation, Problem Solving, User Research, Insights Analysis, Leadership, Figma, UserTesting.com, Slack, Trello, Digital Content Creation, Sketch