

GOLARA HAGHTALAB

BUSINESS SERVICE DESIGNER

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📍 New York, New York

ABOUT ME

Business process designer and organization development practitioner with a background in design, technology, and strategy. Skilled in process modernization, qualitative research, and data analysis.

LANGUAGES: Native Persian and Turkmen, proficient in Arabic

EDUCATION

American University 2021

M.S. Organizational
Development

Published the book "Immigrant: Courage Required," August 2021, on the topic of individual-level change from the perspective on an immigrant

University of Virginia 2018

B.A. in Chemistry
and Studio Arts

Payam-E Noor University 2008 - 2011

Architectural Engineering
(no degree awarded due
to immigration to US)

EXPERIENCE

Service Designer

February 2023 - Present

Cities Reimagined

- Plans and manages design research activities (research strategy, ethnographic based user research, secondary research, UX research) collaboratively with the team
- Builds relationships and liaise with key stakeholders throughout project lifecycles
- Defines and structures deliverables consistent with project goals
- Plan and execute system mapping, customer journeys, scenarios and service specifications
- Distills business, customer, and partner constraints into simple guidelines for design projects
- Leads design thinking workshops to explore the root causes of challenges, develop user personas, prototype solutions, and create implementation plans
- Designs and facilitates strategic planning workshops for nonprofits, philanthropy, corporate business, and public sector teams
- Synthesizes qualitative research to present back to coalitions and stakeholders through digital assets, print pieces

SPECIALIZATION

- Human Centered Design
- Qualitative Research
- User Interviews + Survey Design
- Maturity Level Analysis
- Workshop + Experience Design
- Change Management
- Project Management
- Career Coaching

CERTIFICATIONS + EXTRACURRICULARS

Strategies for Building a Cohesive Team

May 2021

Lean Six Sigma Green Belt

November 2020



EXPERIENCE

Business Process Designer and Researcher

February 2020 - Present

Accenture Song, Accenture Federal Services

- Lead business process design activities using a human-centered design approach
- Conduct and synthesis qualitative research (desk research, surveys)
- Designed systems and an operating model that empower and deliver using biomimicry principles
- Co-developed client values and survey strategy
- Co-developed stakeholder engagement and marketing strategy with the stakeholders
- Research, understand, prioritize, and address a client's strategic goals, and promote their needs internally ensuring full cross-functional stakeholder awareness and understanding
- Drive the business process to develop and drive high impact growth opportunities, analyze partnership effectiveness, and optimize growth, and drive thought leadership to create new opportunities to execute customer strategies for increasing business growth
- Collaborate with cross-functional teams (marketing, sales, operations, technology and more) to develop rapid prototypes and proof of concept
- Established and managed the Information Management Center of Excellence (CoE) addressing the technical needs of analytics projects
- Conducted research including 20+ user interviews, qualitative data analysis, and card sorting to design and facilitate 10+ virtual ideation & planning, culture improvement, and alignment sessions across offices and diverse topics using a human-centered design approach
- Designed several detailed wireframe screens and clickable prototypes for 3+ product development projects to visually convey user experience ahead of development; Each project impacted 100+ end-users across the organization
- Led a team of 6 on the Business Process and Change Management workstreams; Increased customer satisfaction rate from 45% to 95%, reduced average total errors per task, and rebuilt trust with the client

Independent Consultant

2018-2019

Nonprofit, Art Education

- Designed and facilitated strategic planning workshops in collaboration with independent consultant colleagues
- Conducted individual, and group career coaching sessions (100 hours, 10+ clients)
- Co-taught Design classes at University of Virginia, and K-12 Maker Spaces (7 courses)

