



May 12, 2014

To whom it may concern:

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Re: Maziar Ghaderi

In 2013, Maziar Ghaderi worked for the BRAVA (Brazilian Visual Analytics) initiative as a design researcher and UX designer. BRAVA is an international multidisciplinary collaboration that investigates how NUIs (Natural User Interfaces) and data visualization can enhance communication among health professionals in the management of large quantities of resident care data. The BRAVA initiative is especially interested in how a user base that has only used paper-based record keeping would respond to the introduction of customized digital technologies.

Employing user-centred design principles, Maziar addressed the challenge by developing *Corpose* — an innovative sketch-based tablet application that allows users to quickly and easily record data such as the physical health, emotional well-being and mental health of their patients. Maziar's wireframe prototypes were concise and his interactive mock-ups lucidly conveyed this concept, which addressed both the cultural and occupational nuances of the end user's workplace.

Maziar's interpersonal skills, cultural awareness, strong work ethic and resiliency helped the collaboration to take on whatever was needed to meet the project goals — including the translation of the client's records from Portuguese to English. During brainstorming sessions, Maziar's keen analytical ability brought about the right questions for both the design team as well as for management. This helped to prioritize the features of each design proposal and evaluated the degree to which they fit the needs of the end user.

Alongside his fellow researchers, Maziar's work was published in two peer-reviewed journals: CHI (Human Factors in Computing Systems) and CSCW (Computer Supported Cooperative Work).

It is my pleasure to recommend Maziar Ghaderi for roles that involve critical creative thinking, innovation strategy, prototyping, and concept development in the area of UX/UI design and mobile technology.

Sincerely,

A handwritten signature in black ink that reads "Sara Diamond".

Dr. Sara Diamond, President and Vice-Chancellor, Order of Ontario, RCA