

Education

2019–2023

BS Liberatory Design Engineering
BS Communication Studies
Minor in Mathematics

Northwestern University

2022–2024

MS Engineering Design Innovation
Northwestern University

Areas of Focus

Relational Design, Emancipatory Research, Design Justice, Trauma-Centered Practice, Creative Strategy, Decolonial Learning, Speculative Futures, Design Direction

Skills

Design & Communication:
Collaborative Ethnography
Mixed Methods Research
Persona Development
Journey Mapping
Service Blueprinting
Prototyping
Usability Testing
Information Architecture
Visual Design and Storytelling
Stakeholder Engagement
Cross-Functional Collaboration
Project Management
Workshop Facilitation

Software:
Adobe Creative Suite, Asana, Canva, Dscout, Excel, Figma, Mural, Miro, PowerPoint, Slack, Tableau, Word

Programming:
C, C++, d3.js, ggplot, LaTeX, MATLAB, p5.js, Python

Featured Talks

The Politics of Radical Research
Advancing Research, March 2023

Deconstructing The Role of the Researcher
Pause and Effect; April 2023

Trauma-Centered Design Research
Pause and Effect; June 2023

Trauma-Informed Engagement
Co:Census Co:munity Conference;
July 2023

Introduction to Relational Design
Pause and Effect; August 2023

Cultivating Design Ecologies of Care,
Community and Collaboration
Design Ops Summit; October 2023

sahibzada mayed | صاحبزاده مائد

Liberatory, Emancipatory & Visionary
Experience Designer

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As an intersectional and transdisciplinary designer, I bring a critically-informed approach to community-centered design that seeks to advance just, equitable, and sustainably empowering outcomes.

Work Experience

Pause and Effect

Co-Lead, Strategy and Research | October 2023 – Present

Trauma-Informed Researcher | April 2023 – September 2023

- Collaborate with thought partners and visionaries to offer embodied learning experiences on relational design, responsible research, and abolition futures
- Facilitate workshops and collaborative sessions with clients to become more trauma-centered and cultivate a culture of care in their practices
- Develop and implement design-based solutions with community members to disrupt systemic inequities and create transformative change
- Provide guidance and mentorship to researchers and designers seeking to craft a more ethical and liberatory practice

Boston Consulting Group (BCG) X

Strategic Design Intern | June 2023 – August 2023

- Collaborated with cross-functional teams to develop and implement a digital front door strategy for a \$10mm safety-net hospital venture, enhancing patient experience and optimizing operational efficiency.
- Utilized a combination of qualitative and quantitative research methods to assess the desirability of and refine 25 hypothesized digital product concepts
- Developed compelling presentations for key stakeholders, effectively communicating research findings and design recommendations
- Demonstrated a commitment to ethical design practices, considering the cultural and socioeconomic factors that impact diverse healthcare experiences

Kinetic Seeds- Today's Student Experience Lab

Design Research Intern | August 2022 – December 2023 (Contract)

- Conduct ethnographic and mixed-methods research to identify barriers and opportunities for equitable access to higher education
- Create and synthesize surveys, field notes, discussion guides, interview protocols, insight frameworks, and experience blueprints
- Facilitate participatory design sessions with students and institutional stakeholders to surface insights and explore opportunity areas
- Develop and implement innovative design strategies to enhance the student experience, foster academic success, and promote diversity and inclusion

The Institute for Anti-Racist Education

Experience Design Intern | March 2022 – March 2023 (Contract)

- Design high-quality learning content for the Institute such as reflective guides, lesson plans, and online mini-courses
- Develop and coordinate educational programs and resources such as webinars, conferences, and hands-on training sessions
- Evaluate the effectiveness of the Institute's learning programs and recommend new areas for exploration based on learner needs
- Collaborate with the leadership team on writing grant proposals and creating visual assets

Community Service

Reform CAPS

Co-President | May 2021 – Dec 2022

Reform CAPS is a mental health organizing group at Northwestern University. I helped create this group, as a form of community activism, to provide a platform for minoritized students to share their experiences accessing campus mental health services. We seek to create radical, peer-led communities of support as alternatives to carceral institutions.

Featured Publications

Beyond Survival: Toward Affirming, Dignifying, and Humanizing Student Outcomes

Chris Flanagan & sahibzada mayed, Kinetic Seeds (2023)

When research becomes predatory sahibzada mayed (2023)

World-Making through a Feminist Abolitionist Lens in a STEAM Middle School Program

Multiple Authors (2023)

The Poetics of Everyday Abolition sahibzada mayed (2022)

Policing and Education: Surveillance Technologies in the Classroom and Beyond sahibzada mayed (2022)

Seeing what grows: Humanizing Approaches to Virtual Learning Vossoughi Research Lab (2021)

Awards and Honors

Undergraduate Teaching Service Award, Department of Mathematics, Northwestern University
Awarded in May 2023

Award for Excellence as an Undergraduate Teaching Assistant, Department of Mathematics, Northwestern University
Awarded in May 2023

Certificate of Recognition and Appreciation for Naranji's Contributions to the inaugural Asian New York Fashion Week
Awarded in September 2023 by State Senator Brian Kavanagh

MetaMedia x Northwestern University

Designer and Ethnographic Researcher | June 2020 – August 2022

- Engage in community-based participatory design approaches centering decolonial learning and educational justice
- Create pedagogical zines that blend collaborative research and art for just educational practice (bluedandelion.org)
- Employ collaborative ethnography as a practice to lead qualitative analysis in sociocultural research
- Mentor rising sixth graders to develop foundational skills in coding, design, media production, and circuitry while engaging in critical social analysis and community based design practices

Leadership

Naranji Fashion

Founder and Design Director | November 2022 – Present

- Lead a diverse team of 8, including designers, pattern-makers, production staff, and strategists, fostering a collaborative and creative work environment.
- Coordinated the planning and execution of 5+ runway shows with a combined audience of 2000+ people, including models, influencers, buyers, publicists, and stylists.
- Established efficient supply chain processes, reducing production costs by 15%, and implemented a zero-waste inventory policy to align with the brand's commitment to environmental justice efforts
- Led the creative direction of brand campaigns, ensuring alignment with the brand's cultural values and increasing engagement by 35%

School of Education and Social Policy (SESP), Northwestern University

Student Instructor | September 2022 – March 2023

In my role as a student instructor, I helped develop a new series of undergraduate seminars, under the advisement of Dr. Ruben Echevarria. These courses were offered to a collective audience of 35 students.

Liberatory Design, Educational Dreaming, Technological Justice (Fall 2022): This experimental course is an invitation to collectively explore new possibilities and reimagine alternative futures for education.

Designing Abolition Futures & Decarceral Worlds (Winter 2023): This get-your-hands-dirty course is an invitation to experiment with abolition and decarceration to imagine worlds where policing, incarceration, and surveillance cease to exist.

Multiple Departments, Northwestern University

Teaching Assistant | September 2020 – October 2023

I have served as a teaching assistant for more than 10 courses across several departments at Northwestern. My responsibilities vary by course and quarter but commonly include conducting weekly discussion sections and exam reviews, collaborating with course instructors on curriculum development, conducting office hours to address student concerns, leading interactive design sessions, grading student work and offering constructive feedback.

Single-Variable Differential Calculus / Fall 2020, Fall 2021, Fall 2022

Single-Variable Integral Calculus / Winter 2022

Multi-Variable Differential Calculus / Winter 2021, Spring 2021, Spring 2022

Tangible Interaction Design and Learning / Spring 2021

Creative Applications of Machine Learning / Fall 2021

Social AR/VR Studio / Spring 2022

Industrial Design Projects II / Spring 2022

Designing Your Life / Winter 2023, Spring 2023

Equity-Centered Design Research / Fall 2023