

# Zari Absalan

Employee Experience Designer | Human Capital Manager | +989129493489 | [zari.absalan@FeelHR.com](mailto:zari.absalan@FeelHR.com)

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## Summary

An accomplished **employee experience designer and human capital leader** with expertise in transforming organizational cultures, enhancing employee engagement, and driving HR innovation. Experienced in leading HR strategy, employee journey design, and talent management across diverse industries, with a focus on leveraging HR analytics and technology to foster workplace well-being and alignment with business goals. A published author and seasoned lecturer, combining academic insight with practical experience to create people-centric strategies that empower organizations to thrive. As the CEO and co-founder of **FeelHR**, committed to revolutionizing HR practices and elevating employee experiences in Finland and beyond.

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## Professional Experience

### Head of Human Capital: Iran Cultural Heritage and Tourism Investment Holding (2023 - Present)

- Designed HR strategic Planning
- Developed HR policies
- Designed Employee experience (employee journey mapping, employee engagement, employee voice initiatives, feedback platforms, Workplace Well-being Programs, Technology Implementation)
- Analysed and integrated HR analytics and metrics to optimize HR department outcomes
- Designed a position-person-performance grading platform
- Implemented Compensation and Benefits systems
- Designed and implemented talent management system
- Designed coaching and mentoring programs

### HR Executive: Faraz Omran Ariana Holding (2020 - 2023)

- Designed HR strategic Planning
- Developed HR policies
- Designed Employee experience (employee journey mapping, employee voice initiatives, feedback platforms, Workplace Well-being Programs)
- Designed onboarding and talent management processes using HR analytics
- Developed data-driven performance evaluation systems with measurable KPIs
- Implemented employee well-being programs to foster workplace satisfaction
- Designed and implemented EVC programs

### CEO Advisor in HR: Nil Investment Management & Business Development company (2023 - Present)

- Designed HR strategic Planning
- Designed and implemented EVC programs
- Designed and implemented Diversity, Equity, and Inclusion (DEI) programs
- Developed employee recognition systems and performance management platforms
- Delivered employee-wellbeing and career development initiatives

### CEO Advisor in HR: Iran Currency Exchange Centre (2021 - 2023)

- Designed HR strategic Planning
- Led a comprehensive job grading and salary benchmarking project
- Introduced an employee voice platform to collect anonymous feedback
- Designed and implemented EVC programs
- Designed and implemented Diversity, Equity, and Inclusion (DEI) programs
- Run organizational therapy sessions

University Lecturer: University of Tehran (2020-2024)

- Delivered MBA and DBA courses on HR strategy, employee journey mapping, and engagement.
- Taught workshops on employee experience design, focusing on journey mapping and touchpoint enhancement.

HR Executive: Iran Centre For Exchange (2021 - 2023)

- Designed employee experience
- Developed employee-wellbeing programs
- Designed a recognition program based on HR Analytics to boost engagement
- Developed Career path Development and coaching programs
- Led job grading and salary benchmarking projects to ensure role equity
- Introduced employee voice platforms to improve organizational transparency
- Designed and implemented DEI initiatives and organizational therapy sessions

Human Resources Specialist: National Pension Fund Investment Company (2018-2019)

- Job analysis
- Recruitment and staffing systems
- Performance management

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## Academic Background

Ph.D. in Public Administration (HRM)

University of Tehran (2015-2021)

**Dissertation:** *Exploring and Understanding Lived Experiences of Employees in the Workplace of Iran Mobile Communications Company.*

Master's in Financial Management

University of Tehran (2013-2015)

Bachelor's in Financial Management

University of Tehran (2009-2013)

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## Research Contributions

Book:

- Employee Experience Management: Theoretical Foundations, Design, and Implementation (2021)

Scientific Articles:

- Understanding Employees' Lived Experiences in the Workplace: A Phenomenological Study (2021)
- Examining the Relationship Between Human Capital and Stock Risk and Returns (2015)

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## Languages

- Persian (Native)
- English (Professional Proficiency)