Alaleh Kashani

Web UX/UI Designer & Front-End Developer
Montreal, Canada

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LinkedIn
https://www.linkedin.com/in/alaleh-kashani

GitHub
https://github.com/Alaleh-kash

Education

CDI College, Canada (2022- 2024)
Web Design & Development | ACS

UXLand School, USA (2021)
UX|UI Design | Certificate

University of TELUQ, Canada (2016)
English Language | Certificate

University Of Montreal, Canada (2014-2015)
French Language | Certificate

Tehran Azad University (2003- 2007)
Bachelor of Arts in French Language

Courses & Certifications

Coursera (2022-2023)
Google UX Design Professional | Certificate

Udemy (2021) | Certificate
The Complete 2021 Web Development

Skills

Design Tools

Sketch | Figma | Adobe (Photoshop, Illustrator,
InDesign, After Effects, Premiere Pro, Audition) |
Miro | Canva

Development
HTML| CSS | JavaScript | jQuery | MySQL | PHP|
WordPress | Flexbox & Grid | API | XML | Json |
Bootstrap | AJAX | Electron | GitHub | React

Methods
Developing Survey | User Interview | Qualitative
Research| Quantitative Research | Affinity Diagram|
SWOT| Competitive Analysis | Heuristic Evaluation
| Data Analysis | Persona | Story Board | Problem
Solving | Design Thinking | User Flow / Task Flow |
Wireframe | Site Map | Mood Board | A/B Testing |
Usability Testing | Interactive Prototype |
Presentation

Management Tools
Project Management | Asana | Agile | Scrum | Microsoft
Office

Digital Marketing:

SEO : Keyword Research | Analytics and Reporting

Marketing : Content Marketing | Digital Marketing
Strategy

Work Experience

UX/UI Designer & Developer (Freelance)   (2021 - Present)

- Conducted in depth analysis of client's business needs, defining problems, and delivering data-driven solutions.
- Executed user experience research, including interviews and survey development, to identify and understand potential users.
- Conducted competitor analysis and heuristic evaluations to pinpoint UX issues and provided strategic recommendations.
- Took charge of information architecture and interactive design for a website redesign project.
- Developed clickable prototypes using Figma. Implementing usability testing and A/B testing with potential users.
- Planned and executed moderated and unmoderated usability studies to evaluate and refine the main user flow of the website, incorporating valuable feedback.
- Practical experience of using and building design systems, along with HTML, CSS and JavaScript programming skills and extensive knowledge of WordPress.

Teacher   (2018 - 2020)

Chanterelle school, Longueuil, Canada

- Planned lessons and educational materials to suit the learning needs of students.
- Provided constructive feedback on student work and assignments.
- Managed and communicate with students to identify their needs.
- Collaborated with colleagues to plan and coordinate teaching activities.

Translator   (2016 - 2018)

Unisage Solutions Inc, Montreal, Canada

- Translated construction software applications from Persian to French and vice versa.
- Utilized computer programs such as Word and Excel for precise translations.
- Coordinated with internal team members to fulfill translation requirements.

Researcher & Teacher Assistant   (2013 - 2014)

Azad University, Tehran

- Conducted research in a laboratory setting.
- Worked collaboratively with team members.
- Prepared the report and articles summarizing research findings.
- Managed and communicated with 30 students.

Web Designer   (2010 - 2013)

MehrGostar, Iran

- Collaborated with designers and cross-functional teams to create visually appealing and user-friendly websites.
- Designed and coded websites.
- Developed website designs and layouts.
- Conducted testing to ensure site functionality and usability.
- Conducted research to understand user needs and optimize user journeys.

Languages

English | French