

Ersa Khorsandi

UI/UX Designer

✉ mir.ersa@gmail.com

☎ 0903 874 0917

DESIGN HISTORY

APSY | Product Owner

U.S.A. | Oct 2021 - present

- Accelerated from UI/UX designer to Product Owner within three months
- Orchestrated communication with global clients, overseeing the entire design process remotely
- Efficiently managed customer onboarding, cultivating and sustaining 10+ ongoing customer relationships
- Spearheaded 10 research projects, presenting actionable recommendations to clients, designers, and engineers
- Executed comprehensive user research, including competitive analysis, user flow, interviews, and style guide development
- Led the UI design process, incorporating client feedback, coordinating with the development team, and ensuring successful product launches on the app store

WELF | UI/UX Designer

G.E.R. | Feb 2022 - Nov 2024

- Key contributor to the rebranding of Welf and development of main landing pages
- Headed a dashboard project for image recognition-based retail execution and tracking services, enhancing operational efficiency for grocery retailers and suppliers
- Developed comprehensive style guides and collaborated closely with developers to deliver outstanding design solutions
- Proficient in high-performance mobile and web application development, with expertise in AI and AR-focused projects

Hotelian | UI/UX Designer

U.A.E. | Mar 2019 - Sep 2021

- Redesigned the company's website and developed a tailored app for their existing client base
- Wore multiple hats in a startup environment, gaining diverse insights into UI/UX
- Conducted heuristic evaluation and comparative analysis of major competitors in the travel industry
- Utilized website analytics to offer valuable insights into competitors' current business state and viability
- Spearheaded the redesign of the onboarding experience and landing page layout
- Produced Hi-Fi user flows, site maps, personas, and research documents for the company CEO
- Created the new UI design and collaborated with the engineering team for full development

SKILLS

Research

- Qualitative Research
- Competitive Analysis
- User Interviews
- Literature Reviews
- Card Sorting
- Evaluative Research
- Creating Surveys
- Rapid Research

Testing And Evaluation

- Usability Testing
- Remote User Testing
- Heuristic Evaluations
- A/B Testing

Tools

- Adobe XD
- Figma
- Sketch
- InVision
- Zeplin
- Axure RP

Visualisation

- Spline
- Photoshop

Language

- IELTS = 8.5
- Persian