Atousa Heidarnia

UX/UI Researcher & Designer / Digital Marketer

🎓 Education

Tose'e Higher Education Institute

Digital marketing and Marketing Management(Online course)

Dec2024-May2025

UX-land

UX/UI Design(bootcamp)
Seattle, Washington, USA

Feb-Aug2024

University of bologna

The international master's degree of Digital Humanities and Digital Knowledge (DHDK)

2022-2024

Kharazmi University of Iran

Bachelor's degree of Educational Technology

2013-2017

💼 Experience

As a freelance UX researcher

- I worked as a freelance UX researcher on the BFFs Travel project.
- I worked as a freelance UX and UI designer on the Redesign project for the Dallas Flower Florist website.
- I worked as a freelance UX and UI designer on the design project for Harmony website & App

Senior Expert at EFarda

- I used to work at EFARDA Company as a senior specialist in the banking transactions department of POS devices. My job mainly revolved around CRM specifically tailored for the company. I spearheaded investigating unsuccessful transactions that were in an ambiguous state

📇 Certificate

- Foundations of User Experience (UX) Design - Google
- The UX Design Process: Empathize, Define, and Ideate - Google
- Build Wireframes and Low-Fidelity Prototypes - Google
- UX-Land UX/UI Deign Certificate
- Fundamentals of digital marketing by Google
- User Experience Writing Certificate by Amanj Academy
- User Interface Design Certificate by Amanj Academy
- UX/UI Interaction by UXLand(Nexaland)
- Product Design by LearnUIX Academy
- Business Basics: A Beginner's Guide to the World of Business by Eduta.org
- Digital marketing by Udemy
- Fundamentals of digital marketing by Google
- Job Interview Course by Eduta.org

⚙️ Skills

- HTML5
- Edit Cascading Style Sheets (CSS)
- Figma
- Canva
- Wordpress
- Design Thinking
- User Personas
- User Interface Design
- User Experience Design
- Information Architecture

⚙ Skills

- Wireframing
- Prototyping
- Typography
- Heuristic evaluation
- Card sorting
- A/B testing
- UX writing
- Marvel
- Maze
- User testing and analysis
- UX research (survey, interview,competitive analysis...)
- business analysis
- CRM
- Hotjar
- Google Analytics
- Python

🗨 Language

- English B2
- Italian B1

📞 Contact

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💼 Experience

Senior Expert at abcallcenter

- I used to work at Safir Abi Aram Company as a senior specialist in the customer relations department of the bank. Simultaneously, I also served as a quality control specialist alongside other responsibilities.