

Tools:

Figma, Sketch, Adobe Creative including Illustrator, Photoshop, and InDesign, Microsoft Office, Microsoft teams and Google Drive.

Skills:

Wireframing, Usability Testing, Accessible Design, Prototyping, User Journey Map, User empathy, Personas, User Interviews / Survey, Mockups, Branding, Illustration.

Other Skills:

HTML, CSS, JavaScript.

Languages:

English, Farsi, Turkish and Azeri.

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Experience

INDEPENDENT, UX/UI DESIGNER & RESEARCHER. SEATTLE — JUN 2017 – present

- Worked closely with product managers, developers, and data analytics to enhance product features and meet business goals.
- Daily responsibilities include competitive analysis, user research, create flows, build wireframes, build a prototype and perform user testing.
- Creative and content strategy for end-to-end customer journey of new opportunities, products, and capabilities.
- Analyzed data from Google Analytics to measure the possible impact of a new feature or identify usability problems.
- User personas and journey maps catered for the product group.

CAFÉ MANAGER, GOURMONDO. SEATTLE — NOV 2019 – Present

- Created and designed the company's new operation handbook.
- Provided team with appropriate coaching, direction and feedback, challenging team to achieve goals and celebrate successes.
- Monitored vendor invoices and reported to the director.

MARKETING MANAGER, KIASATI CONSTRUCTION. BELLEVUE — AUG 2014 - OCT 2019

- Planned and executed all digital marketing, including SEO, marketing database, email, social media, and display advertising campaigns.
- Designed, built, and maintained website and social media.
- Developed, implemented and executed strategic marketing plans for the company.

WEB DEVELOPER / DESIGNER, PAHLEVAN FITNESS. TEHRAN (IRAN) — App 2010 – DEC 2013

- Design entire website for advertising system and uploading photo and class schedule.
- By designing the website, lower call volume to customer center by 40%.
- The website takes increased payment to 51%.
- Design advertising flyers and text message advertising Monthly.

Education

- UX/UI Design Certificate. Thinkful , New York - 2020
- Business Management Associate. MTF, Tehran, Iran – 2010

Personal Skills

- Strong, professional communication skills with a team oriented mindset.
 - Highly organized multi-taker with great attention to details, and great time management.
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