Danial Nazemi

Product and UI/UX Designer with extensive experience.

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WORK EXPERIENCE

Product Design Lead, Alkafeel

October 2024 - Present

Currently, I am designing an ERP product. The design process began with research, personas, and mood boards to understand their culture and needs, including emotions for color palettes and more.

- Responsible for end-to-end design like Lo-fi, Hi-Fi and prototyping to gather feedbacks and iteration if any alteration needed in the process with the stakeholders.
- Responsiveness and user-friendly designs to expand a better UX in all devices.
- Implementing WCAG to achieve equity designs and not only inclusive designs which leads to having superior accessibility.
- Design in a way that dev team can easily perceive how to code and use the design system components via the Dev Mode version on Figma.

T-Shaped Designer, Today (Holding: Kasra CO.)

August 2023 - August 2024

Designed and improved the product by that gathered from real users and brand book.

- Lead design projects across UX, UI, and graphic design disciplines.
- Advanced prototyping to demonstrate in groom plans and design sprints to understand what the final design should look like.
- Mentored junior designers, enhancing team skills and project outcomes.
- Implemented user-centric designs that increased user satisfaction by 20%.

UI/UX Designer, JTradeHelp Technology

September 2023 - January 2024

Communicated with the product team to establish a better design and created IA so the design process could get easier for the team and interaction design included to let stakeholders show it in the exhibition and get some feedbacks from demos.

- Redesigned GIS web app, making it user-friendly and easy-to-use for different ages.
- Collaborated with cross-functional teams.

Product Designer, Mohaimen and Pazandish

April 2021 - April 2022

Designed and managed the product while getting feedbacks from UX Researcher team to see what stakeholders want to achieve in the project also fulfill the user needs to be able to work with the system even older guys.

- Created a style guide based on the mood boards and their research.
- Achieved simplicity even though it was hard.
- Communicated with the stakeholder and PM to achieve goals and needs.

UI/UX Designer and Front-End Developer, Sotel Ed.

October 2019 - July 2020

Designed a project and coded in pure HTML, CSS and JS. Publish it for the back-end developer to connect the APIs to it to release it for the clients.

- Started the design based on design inception and research.
- Conducted research and used bootstrap 4 for the projects.
- Communicated with the clients, observed interviews and surveys to gather feedbacks.

SKILLS

Design: Information Architecture, Research, Wireframing, Design System Components and Libraries, UX Design, Interaction Design, Prototyping, Visual Design, Branding, Design Pattern, Style Guides, Illustration, Typography, Personas, Storyboarding, User Flows, Gestalt Principles, Composition Guidelines, Competitive Analysis, Usability Testing, Quantitative & Qualitative Data Analysis, Journey Mapping, User Interviews

Toolset: Figma, Adobe Creative Suite

Development: HTML, CSS, JavaScript, SCSS

EDUCATION

B.S Computer Software Engineering
(GPA - 16), Azad University of Isfahan, *Isfahan, Iran*

A.S Computer Software Engineering
(GPA - 14), College of Soroush, *Isfahan, Iran*

HOBBIES

Calisthenics
Movies
Games
Adventure