

# Kim Mirenayat

[Kimia.Mirenayat@gmail.com](mailto:Kimia.Mirenayat@gmail.com)

415.606.7785 | Oakland, CA | Portfolio: <https://bit.ly/3o66JZx> | LinkedIn: <https://bit.ly/34acQUO>

A contemporary creative with a UX/UI certificate from the University of California, Berkeley with skills in visual design, information architecture, research, and prototyping. With a background in interior design and fashion design. Passionate about turning ideas into reality and using design as a tool to provide simplified solutions.

## Technical Skills

**Programs:** Figma, Adobe XD, InVision, Bootstrap, Github

**Languages:** Farsi, HTML, CSS, JavaScript

**Methods & Concepts:** Agile, Scrum, Interaction Design, User-Centric Research and Testing, Affinity Mapping, Insight Synthesis, UI Design, Wireframing, Prototyping, Copywriting, Information Architecture, and Site-Mapping

## Projects

**Bokay – Customizable Online Floral Shop**

**UX/UI Designer – Slide Deck:** <https://bit.ly/2TfEWYd>

- Worked with a small team to develop a design system, customization tool, copy, and brand identity
- Conducted qualitative and quantitative research
- Went through multiple rounds of iterations based on research and client feedback

**Mentalhealth.gov – Government Website Conceptual Redesign**

**UX/UI Designer – Slide Deck:** <https://bit.ly/3lmnFBj>

- Developed improved and upgraded brand identity
- Conducted qualitative and quantitative research
- Completed rounds of iterations and produced a style guide and simplified sitemap

**Adoptastar.org – Non-profit Conceptual Redesign**

**UX/UI Designer – Slide Deck:** <https://bit.ly/37mINeA>

- Led a small team of three to redesign the website and develop a new aesthetic based on feedback from user research
- Provided authentic copy for the website that's easy to understand
- Developed a style guide, revised the sitemap, and conducted qualitative research

## Experience

**Design Consultant at Jonathan Adler – San Francisco, CA**

6/19 – 2/20

- Designed numerous concurrent projects ranging from \$5k – \$100k from start to finish. Conducted in-store and on-site client consultations, providing proper guidance to define client vision and needs. Presented new perspectives and an intuitive outlook to develop individualized design solutions that are consistent with the client's preferences, lifestyle, and budget.
- Developed digital renditions and mood boards to communicate design intent and directed. Prepared and presented project proposals, schedule, and budget forecasts.

- Created floor plans to develop space planning concepts that included custom furniture, custom rugs, lighting, and decor accessories.
- Recognized by district manager and CEO for top sales production. Ranking in the top 3 overall (top 5%) in sales company-wide in the majority of sales months.
- Designed window and showroom displays that lead to higher sales by utilizing trends and seasonal promotions to drive strategy.

### **Property Manager for Private Clients – Isfahan, Iran**

2/15 – 5/19

- Oversaw maintenance, administration, and improvements of 2 residential units and 1 commercial unit.
- Designed and conducted 2 complete remodels of residential units including, kitchen, bath, flooring, window treatments, and lighting.
- Collected rental fees, taxes, and operating expenses totaling approximately \$7,000 per month.
- Sourced and selected contractors to perform maintenance, repairs, and upgrades at 15% less than market price.
- Hired, trained, and supervised 3 concierge personnel.

### **Education**

**University of California, Berkeley Extension – San Francisco, CA**

2020

UX/UI Certificate

**University of Science & Culture – Tehran, Iran**

2014

Bachelor of Arts in Fashion Design and Textiles