



# Rasoul Mirzaei Zadeh

UX Design | Product Design

## About Me

"I love to help people to have a better life. I follow human-centered design principles and design thinking process to create a better design for peoples."

I'm a user experience designer and product designer currently living in Tehran/Iran. Before I started user experience design, I was a software engineer with more than 4 years of experience in software development and interested in user interface design. In these years, I worked on different fields of software engineering such as developing mobile applications, developing web applications in both backend and frontend, wireframing, prototyping and designing websites and mobile applications.

I also worked as a teaching assistant in a software engineering course and research assistant in the machine learning area. Next my valuable experience is working as a co-founder and product manager in a startup with a good team in a new way and dealing with different challenges that I learned more things.

After working in various positions, I found my passion in user experience design. This job is my favorite work that I have been looking for all these years. It also passionate me in challenges and different types of skills that are needed and consider all of my experiences that I reached before that. It's so exciting for me to try it and learn more about that.

## Experience

### UX Designer | Product Designer

2020 - Now

[Self Employed](#)

At this time I am a user experience designer that works as a freelancer on some projects. I study and follow principles of user experience design, user-centered design, interaction design and design thinking. In particular, my user experience design is considered: problem definition, user research, information architecture, wireframing, prototyping and test. I start this process with asking why and define goals and purposes of the project. Then I follow the next steps to reach project goals and needs.

### Co-Founder | Product Manager

2019 - 2020

[DigikalaNext \(ZerePush Startup\)](#)

I start my first experiences in machine learning as a co-founder and product manager at ZerePush startup in DigikalaNext company. ZerePush is a next-generation website security provider that uses Machine Learning approaches. People use ZerePush services for the purposes of increasing the security of their websites. ZerePush is designed for easy setup and allows website owners to easily insert security into their websites without needing to have a security team.

## Contact

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## Educations

Master of Computer Engineering

University of Zanjan

2016 - 2019

Bachelor of Computer Engineering

Arak University

2012 - 2016

## Skills

Human-Centered Design

User Research

Market Research

Business Analysis

Competitor Analysis

Personas

Site Map

Visual Design

## UX Designer | Product Designer

2020 - Now

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## Machine Learning Researcher

2018 - 2019

### University of Zanjan

I worked at the multi-agent systems laboratory in the University of Zanjan as a research assistant in the artificial intelligence area. I started my work to develop a multi-agent UAV simulator that can work with many different algorithms, especially reinforcement learning algorithms. The main topic of my thesis was to develop a new point-of-interest recommendation model for location-based social networks that consider point-of-interest category information.

My thesis results published at this paper : "Category-aware location embedding for point-of-interest recommendation." Proceedings of the 2019 ACM SIGIR. 2019.

## Software Engineering | Teaching Assistant

2018 - 2019

### University of Zanjan

Teaching assistant in a software engineering course, advised by the Associate Professor, Dr. Mohsen Afsharchi.

Website: [http://cv.znu.ac.ir/afsharchim/Software Engineering.htm](http://cv.znu.ac.ir/afsharchim/Software%20Engineering.htm)

## UI Designer | Front-End Web Developer

2017 - 2018

### SANAY System Development (Sanay Co)

I worked on the front-end development of Tadbirgaran Farda Brokerage OMS (PranaTrader) web application. Stack of technologies that we used in our projects and products for front-end development was HTML, CSS, JavaScript, jQuery, Bootstrap, and some other JavaScript libraries. In this position, I also worked in this activities:

Work with usability of the system and evaluate user interface. Test, check and resolve

Interaction Design

Wireframing

Prototyping

Front-End Development

## Tools

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Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

Zeplin

Gravit Designer

Jira, Freedcamp, Slack

SVN and Git

## Languages

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Persian

English

## Interests

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Learning New Things

Reading Books

Problem Solving Challenges

Biology and Psychology

Cognitive Science

Human Science

Playing Futsal

UI bugs. Improve responsive design of systems in different devices. Develop a custom help library for making a system movie help center. Implement shortcut keys functionality to make it easy for the user to act with the system. Improve the user experience to help better customer satisfaction.

Listening to Music

Violin Instrument

## Full-Stack Web Developer

2016 - 2017

[SANAY System Development \(Sanay Co\)](#)

Work on Tadbirgaran Farda Brokerage OMS (PranaTrader) web application as a full-stack developer. Some of technologies that I work them in project are: Java Struts2 framework, SQLServer, MongoDB, HTML, CSS, JavaScript, jQuery and Bootstrap.

## UI Designer | React-Native Developer

2016 - 2016

[SANAY System Development \(Sanay Co\)](#)

My first experience in the Sanay company was working on Tadbirgaran Farda Brokerage OMS (PranaTrader) mobile application. In this position, I work with React-Native framework and design the user interface of this project. I also worked to create a responsive application, redesign user interface structure, develop custom components that we needed, remove unnecessary external components and as a result improve performance and user experiences.

## Android Developer

2015 - 2016

[Self Employed](#)

I started the Android programming language by participating in a university classroom. My first experience was developing android applications with Eclipse and traditional principles. After introducing Material Design by Google, I used Android Studio and followed Material Design principles. I also develop many android games by using the Processing graphical library. Some of my applications and games that developed in this time are listed below:

Apps: Medication Guide, Baby Time, Offline Traffic Control, Dream Interpretation, Book Summary App.

Games: Color Vision Test, Bird Fly, Classic Airplane War, Honey Collector.