



Rasoul Mirzaei Zadeh

UX Design | Interaction Design

About Me

"I'm a Iranian user experience designer currently living in Tehran/Iran. I love to help humans to have a better life. I follow human-centered design and design thinking approaches to create a better design."

Before I started user experience design, I was a computer 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 in particular point-of-interest recommendation systems as a master's degree student. 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

Freelancer

2020 - now

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

DigikalaNext (ZerePush Startup)

2019 - 2020

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.

Research Assistant

University of Zanjan

2018 - 2019

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.

Teaching Assistant

University of Zanjan

2018 - 2019

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)

Front-End Web Developer

SANAY System Development (Sanay Co)

2017 - 2018

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 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.

Full-Stack Web Developer

SANAY System Development (Sanay Co)

2016 - 2017

Work on Tadbirgaran Farda Brokerage OMS (PranaTrader) web application as a full-stack developer. Some of technologies that I work them in project are listed below:

Java Struts2 framework, SQLServer, MongoDB, HTML, CSS, JavaScript, jQuery and Bootstrap.

React-Native Developer

SANAY System Development (Sanay Co)

2016 - 2016

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

Freelancer

2015 - 2016

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.

Details

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Educations

Bachelor of Computer Engineering
Arak University
2012 - 2016

Master of Computer Engineering
University of Zanjan

Skills

- UX Design
- User Research
- Personas
- Competitor Analysis
- Information Architecture
- Site Map
- Visual Design
- Interaction Design
- Wireframing and Prototyping
- Front-End Development
- Business Analysis

Tools

- Figma
- Gravit Designer
- Adobe Illustrator
- Adobe XD
- Adobe Photoshop
- Jira, Freedcamp, Slack
- SVN and Git

Languages

- Persian
- English

Interests

- Reading Books
- Playing Futsal
- Listening to Music
- Violin Instrument
- Problem Solving Challenges
- Human Science

• Biology, Sociology and Psychology