

NEGIN ASEMI

UX/UI DESIGNER & WEB DEVELOPER

CONTACT

- +1(236)333-1875
- iamneginasem@gmail.com
- Vancouver, Canada
- www.neginasem.ca
- <https://www.linkedin.com/in/neginasem/>

SOFT SKILLS

- Communication
- Problem Solving
- Time Management
- Creative Thinking
- Adaptability
- Collaboration
- Empathy

HARD SKILLS

- Figma
- Adobe Creative
- Accessibility (WCAG)
- User Research
- Wireframing
- Usability Testing
- Prototyping
- HTML & CSS & JS
- WordPress
- Tailwind CSS & Bootstrap & SCSS
- Git & GitHub
- React.js

LANGUAGES

- English (Fluent)
- Persian
- Turkish



PROFILE

I'm a UI/UX designer and front-end developer who creates accessible, user-centered digital experiences that connect meaningfully with people. I lead every project with empathy—listening deeply to understand users' needs, emotions, and behaviors. My adaptable mindset and collaborative spirit allow me to thrive in dynamic, cross-functional teams, where feedback and iteration fuel better outcomes. I stay committed to continuous learning, embracing new tools and technologies to craft inclusive, responsive, and intuitive interfaces that elevate everyday interactions.



WORK EXPERIENCE

Options Community Services Jan 2024 - Mar 2024
UX Research Lead (Social Innovation Hub)- [Short-term contract]

- Conducted UX research to identify user needs and service gaps.
- Developed best practice guidelines to support user-centered service design.
- Designed a training curriculum to enhance staff engagement and delivery methods.

Options Community Services Sep 2022 - May 2023
Service designer (Social Innovation Hub)

- Led user research and synthesized insights to improve service experiences using affinity mapping and journey mapping.
- Facilitated co-creation workshops and Design Thinking sessions with stakeholders to drive collaborative solutions.
- Evaluated service performance and maintained the organization's WordPress website for improved accessibility and content management.

WordPress Developer 2015 - 2018
UMA Innovation Center

- Designed and developed custom WordPress sites by translating client needs into responsive themes using HTML, CSS, and PHP. Configured plugins for added functionality and tailored themes to match branding and UX goals.



EDUCATION

New Media Design and Web Development 2024 - Present
British Columbia Institute of Technology - Vancouver, BC

Master's in Artificial Intelligence 2018 - 2021
Tabriz University - Iran

Bachelor's in Software Engineering 2008 - 2013
Urmia University - Iran