# Fatemeh Nejadlotfi

## Product Designer

As a Junior UI/UX Designer, I am Passionate about by a genuine passion for crafting meaningful and intuitive user experiences that leave a lasting impression. With a deep understanding of the Emphasis on empathy in design, I aim to create solutions that connect with users on a personal level.

### Contacts

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- 🔗 Portfolio

### Skills

Usability Test
UX research
User testing
Customer journey mapping
Information architecture
Wire-framing
Prototyping
UI design
Illustration
Interaction design
Design system
User Interview
A/B testing
Agile & scrum
Story telling

### Tools

Figma, Sketch, Adobe Photoshop, ProtoPie, Jira, Miro, Notion, Jira, Google Analytics, Enterprise Architect

## UI/UX Designer

**July 2023 - Oct 2023**

• Improved the Sitemap, Conducted Information Architect and Persona in Miro, and Focused on comparing features with competitors.
• Utilized Figma for design wireframes and responsive prototypes.
• Conducted User Research and Interviews and Improved Customer panel.

### Project

### Coinest

**Bootcamp project , Sep 2021-Jan 2022**

• solved the budgeting problem by dividing expenses into two categories: wishes and necessities.
• Designed with the ability to create a new category and include necessary categories, such as the category of unexpected items.
• Formulated a budget involves dividing expenses into various categories such as high, medium, low, or very low.
• Conducted user research, including methods such as surveys, interviews, and usability testing, to understand their needs better.

### TTCU (Tehran Technical Colleges Unity)

**Bachelor Final Project, July 2021-Sep 2021**

• provided a platform for questions, shared educational materials, and facilitated easier interaction among students, professors, and Alumni during the limited internet access during the COVID-19 period.

### Iran Health

**Proposal Concept , Des 2023-Present**

• created a complete database of a person's health, including medications and changes in shape and some special reminders like sleep and drugs or air pollution.
• Utilized The possibility of connecting to the hospital's database in sensitive situations.

## Education & Learning

### User experience Design

Amanj Academy | Credential ID: 150721071,
Oct 2015 – Dec 2015

### Bachelor's of Computer Software

Shariati Technical and Vocational University,
Sep 2017 – Sep 2021

### INTERACTION DESIGN SPECIALIZATION

University of California San Diego | Coursera.,
Winter 2021 – NOW