

# SAHAR FEYZ

UI/UX Designer

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sahar.fe.design@gmail.com

## PROFILE

I am highly interested in creative, meaningful, and human-centered designs. Throughout my university education I learned that understanding the target audience, their needs, and the affordances are crucial in intuitive and effective design. I learned to research and build user-flows, personas, customer journey frameworks, and prototypes. Also, I am detail-oriented, and from my work experience I was able to build interpersonal and leadership skills.

## EDUCATION

### B. A. INTERACTIVE ARTS & TECHNOLOGY

Simon Fraser University BC Canada

Summer 2014 - Fall 2019

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## WORK EXPERIENCE

HERE2HELP APP

BC Canada

**UI/UX Designer**

Dec 2020 - May 2021

NATURALIZER (BRENTWOOD TOWN CENTER)

BC Canada

**Assistant Manager**

Nov 2016 - March 2021

## SOFTWARE SKILLS

- HTML
- CSS
- Principle
- Sketch
- Axure
- Figma
- InVision
- Maya
- CorelDraw
- Balsamiq
- Adobe (Photoshop, Illustrator, InDesign, XD, Lightroom, Premier Pro, Bridge, After Effects)
- Arduino
- Processing
- JavaScript
- Rhino
- SolidWorks

## SKILLS

- Sketching
- Ideation
- Wireframing
- Customer Journey Framework
- Iterative process
- Physical/Digital Prototyping
- 3D Rendering
- User testing
- Responsive web design
- Heuristic Evaluation
- Storyboarding
- Research
- Illustration
- Design thinking
- Design Evaluation

NATURALIZER (COQUITLAM CENTER)

BC Canada

**Assistant Manager**

Sep 2012 - June 2016

TIP TOP TAILORS (COQUITLAM CENTER)

BC Canada

**Assistant Manager**

Sept 2009 - Oct 2012