

# SAHAR FEYZ

UI / UX Designer

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## 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*

## SOFTWARE SKILLS

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

## SKILLS

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

## WORK EXPERIENCE

**WESTWOOD PRINTING** *Oct 2021 - Present*  
BC Canada

### Graphic Designer

- ◇ Creation of visual designs for printing such as brochures, labels, logos, business cards, catalogs, textile prints, postcards, greeting cards, wedding cards, magazine designs and a range of other marketing materials.
- ◇ Communicate directly with wide range of clients, render and present design mockups for revision and feedback.
- ◇ Implement feedback revision and create final designs for printing.

**LATINCOUVER** *Aug 2021 - Oct 2021*  
BC Canada

### Graphic Designer

- ◇ Plan and design promotional materials, such as posters, cards, brochures, social media, and event materials

**LOW ENTROPY COMMUNITY** *Aug 2021 - Oct 2021*  
BC Canada

### Graphic Designer

- ◇ Responsible for creating graphics, visuals, and posters for the online community platform

**HERE2HELP APP** *Dec 2020 - May 2021*  
BC Canada

### UI/UX Designer

- ◇ Responsible for conducting user research, creating user flows, making interactive prototypes, usability testing, designing wireframes, and micro-interactions

**NATURALIZER (BURNABY)** *Sep 2012 - March 2021*  
BC Canada

### Assistant Manager

- ◇ Understand and determine customer needs to recommend specific solutions, resolve customer complaints, following store guidelines
- ◇ Reach the store's daily targets, monthly goals, and KPIs