

📅 Experience

RaceID - UI/UX Designer

Jan 2023 - Present

RaceID is a leading community for race participants and organizers.

Stockholm

- Creating user flows, user journeys, wireframes and **prototyping**
- Designing **user-centered** and **Responsive** web and mobile app
- **Communicating** with different stakeholders to design for users' real needs
- Conducting **user research** and analyzing users behaviour
- Conducting **usability studies** and improving accessibility
- Conducting **A/B test** and synthesizing the data to find the best solutions

Navaak Inc - UI/UX DESIGNER

Feb 2020 - Dec 2022

Navaak is a music streaming service like Spotify.

Stockholm(Hybrid)

- Designed a **user-centered** solution for sharing music by artists in the App
- **Empathized** with users by creating **empathy maps, personas** and **user journey maps**
- Defined **user pain points** across web and mobile applications
- Continuous optimization of UX using **A/B testing**, we achieved around 20% more social engagement
- **Ideating** design solutions, **Conversions** measure and analysis on users' data
- Creating **wireframes, prototypes** using **visual design** elements and principles in **Figma**
- Working in **Agile** environment by using tools like Jira and methodologies like **Scrum**

Navaak Inc - LINUX ADMIN

Sep 2016 - Nov 2019

I was administrating Linux servers. Some of my responsibilities were:

Tehran

- Managing virtual machines, Databases, Logging, Scripting and documentation

Freelance - ART RESEARCHER

2016 - Present

Working on art theories and philosophy.

Stockholm

- **Research and Teach** philosophy and history of art, More details on my [Website](#)
- Design principles including **Color theories, Gestalt Principles, balance, proportion**, and more

⚙️ Skills

Tools: Figma, Adobe Photoshop, Adobe Indesign, Adobe XD, Miro, git, Hotjar, Google analytics, Zeplin

Skills: Problem Solving, Design Thinking, User Research(UXR), Design Systems, Interaction Design, Responsive Design, User-Centered Design, Information Architecture, HTML and CSS

Soft Skills: Team Work, Collaboration, Empathy, Responsible, Agile

📁 Portfolio

1: [Event Management System](#), 2: [Food Delivery App](#) , 3: [Teaching Art](#) , 4: [Music Sharing App](#) ,

🎓 Education

Google - UI/UX CERTIFICATE (My certificate)

Jun 2022 - Nov 2022

Completed the Google UI/UX Design Certificate which is a rigorous hands-on program that covers the design process from end-to-end.

Online

- Foundations of **UX** Design process: Empathize, Define, and Ideate
- Build **Wireframes** and **LowFidelity** Prototypes, Conduct UX **Research** and **Test** Early Concepts
- Create **High-Fidelity** Designs and **Prototypes** in **Figma**, **Responsive** design in **Adobe XD**

University of Tabriz

Sep 2012 - Jul 2016

Bachelor's Degree of IT Engineering

Tabriz