

## 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: [Music Sharing App](#) , 3: [Food Delivery App](#) , 4: [Teaching Art](#)

## Education

### Google - UI/UX CERTIFICATE (My certificate)

Jun 2022 - Nov 2022

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**

### Google - Data Analytics (My certificate)

Dec 2023 - Present

Online

### University of Tabriz

Sep 2012 - Jul 2016

Bachelor's Degree of IT Engineering

Tabriz