

## 🕒 Experience

### RaceID - UI/UX Designer

Jan 2023 - Present

RaceID is a leading community for race participants and organizers.

Stockholm

- Designing new **user-centered** web and mobile app for runners
- Designed a seamless **registration and payment experience** for users (From concept to final product)
- **Communicating** with different teams and athletes to design for their real needs
- Conducting **usability studies** and improving accessibility by changing the user flows and user interface
- Conducting **A/B test** and synthesizing the data to find the best solutions

### Navaak Inc (Hybrid) - UI/UX DESIGNER

Apr 2019 - Dec 2021

Navaak is a music streaming service like Spotify. I Designed a user-centered solution for sharing music by artists in the App.

Stockholm

- **Empathizing** with users by creating **empathy maps**, **personas** and **user journey maps**
- Working in **Agile** environment by using tools like Jira and methodologies like **Scrum**
- Defining **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**, **mockups** using **visual design** elements and principles in **Figma**

### Navaak Inc - LINUX ADMIN

Sep 2016 - Aug 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 my own collection of artworks.

Stockholm

- **Research and Teach** philosophy and history of art in middle east, 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

**Skills:** Design Thinking, Research(UXR), Sketching and Ideating, Conducting Usability Study, UI/UX Design, , Prototyping, Wireframing, HTML, CSS, Agile, Scrum, Kanban, Information Architecture, gitbook

**Soft Skills:** Problem Solving, Verbal Communication, Collaboration, Team Work , Empathy

## 📁 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

Recently 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 Information Technology

Tabriz