

Ali Sina

UI/UX Designer

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Summary of Qualifications

- Over 5 years of experience in User Experience Design (User research, Information architecture, Wireframing and Prototyping)
- Strong background in wireframing, prototyping and visual design
- Technical efficiency and proficiency in Sketch, Adobe XD, Figma, Invision, Photoshop, Illustrator and InDesign
- Strong eye for color, detail, design and composition
- Demonstrated ability to handle tight deadlines in a fast-paced environment
- Professional communication skills include excellent fluency in oral and written English
- Displayed capability to work well as part of a team, liaising with suppliers and demonstrated strong organizational and communication skills.

Specialties: user experience design (UX), user interface design (UI), user research, usability, information architecture, accessibility, interaction design, design systems, virtual reality (VR), augmented reality (AR)

Professional Experiences

User Experience Designer

Nude Solutions. Full-time

Jul 2020 - Present

Calgary, Canada

- Developing scenarios, use cases, and engaging closely with stakeholders to define and provide high-level business (BRD) and UX requirements
- Designing wireframes, information architecture diagrams, pixel-perfect user interfaces and iteratively refine functional prototypes (low to high-fidelity) for Tax/Collateral Management App
- Conducting stakeholders interview, usability sessions, heuristic evaluation and translating feedbacks into creative design solutions

User Experience - Product Designer

Triyosoft. Part-time

Jun 2019 – Jul 2020

Toronto, Canada

- Increased monthly active users by 80,000 through designing the experience for online editing of MS office documents page
- Designed the logic and UI of Triyo mobile app which allows users to work online or offline through their smart phone all over the world

- Leading as product manager and designer for redesigning notification setting
- Worked with team to provide design solutions to solve user needs and business challenges through User Research, Information Architecture, Interaction Design, Visual Design, and Prototyping.
- Designed and developed personas, user stories, user journeys, wireframes, and hi-fi prototypes for a wide range of devices and interfaces
- Applied the user-centered design process by working closely with users, business and technical teams to develop product strategy, use cases, and requirements that ensure alignment with business goals needs
- Assessed and optimized the performance of new and existing features by conducting/participating in usability testing and interpreting qualitative and quantitative data

UI/UX Designer

Genashtim. Full-time
June 2017 - May 2019
Jakarta, Indonesia

- Wireframed, designed, prototyped for the clients which includes multinational companies and government institutions
- Designed UI & UX in collaboration with production team & managed implementation of features
- Created interactive prototypes and conducted user testing
- Collaborated with product manager, business partner and software engineers to help define product requirements and sitemap
- Increased the students of Cornell university (Asia branch) by 45% through redesigning their website
- Collaborated with BA, QA and Dev team to design, validating, analysis business requirements through the software development lifecycle
- Translated requirements into user flows, wireframes, and prototypes for usability testing
- Collaborated with the product owner, product manager, and developers to design web applications
- Managed dev, social media, and content team, and participate in/lead UX meetings and provided reports to leadership

Product Design Consultant

Freelance
May 2016 – June 2017
Jakarta, Indonesia

- Partnering closely with product managers, scrum masters, developers, researchers, business analysts from aligning on customer and business goals to managing expectations
- Directing & facilitating user design and research sessions leveraging human-centered and design thinking approach
- Delivering high-quality design artifacts including wireframes, pixel-perfect layouts, functional prototypes, BRD and UX documents

Volunteer Experiences

Afghan Community of Toronto

UX/Graphic Designer

Jun 2019 - Present

Toronto, Canada

- Led responsive design for their website which led to an increase in their financial assistance through their website
- Worked closely with CEO to design ID Card for all members
- Designed weekly email report and sent to over 1500 fundraisers

Refugee Learning Nest

Graphic/Social Media Designer

Jul 2017 - Present

Jakarta, Indonesia

- Worked closely with board members team to design social media ads for various platforms (Facebook, Instagram, etc.)
- Created responsive website
- Designed ID Card for Teachers and board members

Education

- Bachelor of Information Technology and Communication, Tehran UAST - 2008-2012
- Visual Elements of User interface Design, Georgia Institute of technology(Coursera)- 2016
- Interaction Design Specialization, Raffles Institute of Higher Education – 2015
- Fundamental of Graphic Design, AKVTI - 2013