**Ali Sina**

**UI/UX Designer**

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Summary of Qualifications

* Over 6 years of experience in User Experience Design, including Research, Information Architecture, Wireframing, and Prototyping.
* Proficient in Adobe XD, Sketch, Figma, and Adobe Suite Apps.
* Strong attention to detail, color theory, and composition.
* Proven ability to meet tight deadlines in a fast-paced environment.
* Excellent communication skills in both written and spoken English.
* Collaborative team player with experience in cross-functional collaboration.

**Specialties**: User Experience Design (UX), User Interface Design (UI), User Research, Usability, Information Architecture, Accessibility, Interaction Design, Design Systems, and A/B Testing.

Professional Experiences

**UX Designer - Product Designer**

Nude Solutions Inc. *Full Time*

July 2020 – July 2023

* Designed and developed personas, user stories, user journeys, wireframes, and hi-fi prototypes across various devices and interfaces.
* Led the enhancement of the Broker Management System (BMS), resulting in a 20% increase in monthly users.
* Crafted the logic and UI for Nude's mobile app, enabling users to work online or offline via smartphones globally.
* Conducted A/B testing to optimize user experiences, improving product performance and usability.
* Collaborated closely with product managers, scrum masters, developers, researchers, and business analysts to align on customer and business goals.
* Led the redesign of notification settings, serving as both a product manager and designer.

**UI/UX Designer**

TS Analytics Canada. *Full Time*

June 2019 – July 2020

* Conducted usability testing and interpreted data to assess and optimize new and existing features.
* Collaborated with cross-functional teams to define product requirements and sitemaps.
* Translated requirements into user flows, wireframes, and prototypes for usability testing.
* Delivered high-quality design artifacts, including wireframes, pixel-perfect layouts, functional prototypes, BRD, and UX documents.

**Product Design Consultant**

Genashtim. *Full Time*

June 2018 – May 2019

* Wireframed, designed, and prototyped for clients, including multinational companies and government institutions.
* Collaborated with BA, QA, and Dev teams to validate and analyze business requirements.
* Managed development, social media, and content teams while participating in/leading UX meetings and providing reports to leadership.

Education

* Bachelor of Information Technology and Communication, Tehran UAST - 2012-2016
* Visual Elements of User interface Design, Georgia Institute of Technology (Coursera)- 2016
* Interaction Design Specialization, Raffles Institute of Higher Education – 2017
* Google UX Design Professional Certificate – 2020

Volunteer Experiences

**UX/Graphic Designer**

Afghan Community of Toronto. *Full Time*

June 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 designed ID Card for all members.
* Designed weekly email report and sent to over 1500 fundraisers.

**WordPress Developer / Computer Teacher**

Refugee Learning Nest (RLN).

Jul 2017 – May 2019

Jakarta, Indonesia

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