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Portfolio:
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Technical Skills

- Figma
- ProtoPie
- Adobe Creative Cloud
- Luminar Neo
- WordPress
- Framer
- Spline
- HTML
- CSS
- JavaScript

Methods

- User Research
- Wireframing
- Prototyping
- Usability Testing
- A/B Testing
- Information Architecture
- Interaction Design
- Visual Design
- Competition Analysis
- WCAG
- Agile Methodology

Language

- Swedish (Native)
- Persian (Native)
- English (Professional)

Ardalan Saleh

UX/UI Designer

A UX/UI Designer with over 3 years of hands-on expertise in crafting exceptional user experiences. Proficient in user research, intuitive interface design, prototyping, and usability testing, which have contributed to successful outcomes. I approach my work with a positive attitude, striving to creatively solve problems and collaborate effectively with cross-functional teams. I remain up-to-date with industry trends and emerging technologies to stay informed and continuously improve my designs. My genuine passion lies in creating engaging experiences that truly resonate with users and drive business success.

Selected Work Experience

Product Designer / Sigma Technology Cloud / Stockholm

February 2022 - June 2022

- Designed a hydroponic system dashboard that enables users to remotely monitor and maintain their setup with ease
- Performed various user interviews, expert interviews, A/B tests, and usability tests to gather insights and improve the product
- Collaborated closely with both front-end and back-end developers

UX/UI Designer / Försäkringskassan / Stockholm

December 2021 - Januari 2022

- Created a feature for users to report and track their parental allowance, including VAB (temporary parental benefit)
- Conducted interviews with current and potential end-users to validate the design's accessibility
- Utilized Customer Journey Maps and Personas to identify and address problem areas

UX/UI Designer / AreaChica / Stockholm

September 2021 - October 2021

- Revamped their website and improved the onboarding process for a more seamless experience
- To drive and incentivise site activity, gamification techniques were employed
- I conducted user interviews and performed multiple usability tests on both lo-fi and hi-fi prototypes

UX/UI Designer / Dreams Nordic / Stockholm

May 2021 - June 2021

- Developed a feature that assisted users in the onboarding process and delivered a personalised user experience based on their unique needs, habits, and preferences
- Collaborated closely with the client throughout the development process to ensure efficient production of a high-quality final prototype
- Performed both quantitative and qualitative user research, market research, and multiple usability tests

Education

UX/UI Designer with Front-End Development

Chas Academy

2022 - 2024

Experience Designer

Changemaker Educations

2020 - 2022