Forough Armanpour

UX researcher / Interaction designer

📞 06 53124962   @ armanpour.f@gmail.com   📍 Almere, Netherlands
🔗 https://armanpourf.wixsite.com/portfolio

SUMMARY

I'm a UX/UI designer with 5 years of experience. Throughout my career, I have collaborated with both international and domestic clients, I empowered startups with uncover user insights to inform product decisions.
I believe that, with today's incredible online resources and AI, expertise in every aspect of UX/UI isn't essential. curiosity and a commitment to learning are what truly count.

EXPERIENCES

UX Designer & researcher · 2024 – Present
Elitekoach · Netherlands

I joined the project at its earliest stage, shaping the journey from concept to reality by driving UX design, research and strategy development.

- **Work alongside CEO and CTO** to create a pitch deck that clearly conveyed the product vision and strategic goals.
- **Conduct market and competitor research** to enhance product positioning.
- **Develop product roadmap** and design user-friendly app and web interface wireframes.
- **Collaborated with cross-functional teams** as the primary research contact, helping everyone understand each other better and improving teamwork.

UX/UI Designer · 2021 – 2024
Brezaa · Netherlands

As a Mid-Level UX Researcher, I conducted usability sessions, interviews with users and analyzed insights

- **Conducted interviews and surveys** to gather user insights, informing strategic decisions and roadmap development by synthesizing quantitative and qualitative data.
- **Led usability studies** which enabled teams to develop solutions that resulted in 3 new features and a redesigned application.
- **6% increase in onboarding completion** and homepage visits through A/B testing and user experience optimization.
- **3% improvement in accessibility** by ensuring the design is color-independent.

UX/UI Designer · 2020 – 2021
Freelance Projects · Netherlands

As an intern, I assisted my senior UX designer in two different projects.

- **Managed participant recruitment,** conducted user interviews, navigated challenges and ensured the studies were completed with the right set of participants.
- **Assisted in note-taking, data entry, and analysis** to achieve timely and accurate results.
- **Developed personas** and prioritized user groups to align with the product roadmap.
- **Conducted usability tests,** gathering insights that informed design improvements.
- **Created interactive prototypes** for user feedback before development.
- **15% increase** in user engagement after implementing smooth navigation through card sorting techniques.

Digital Marketer · 2020 – 2021
Sorooshsima · Netherlands

Realizing that UX/UI is the root of digital marketing, I shifted my career and bringing key skills from my digital marketing background into my UX/UI journey.

- Analyzed website traffic and optimized conversion rates using Google Analytics.
- Optimized content for web and social media channels using Google AdWords.
- Monitored user behavior with Hotjar.
- Designed newsletter email templates and send it by using Mailchimp.

EDUCATION

Bachelor's degree in Information Technology engineering · 2008 – 2012
Payame Noor University

VOLUNTEERING

Teach UX fundamental
ReDI School
2024
Taught and mentored 3 students across 3 different projects.

COMMUNITY WORK

I presented a talk on accessibility design at the UXcamp Amsterdam event in 2024

CERTIFICATIONS

Artificial Intelligence Fundamentals
IBM. 2025

Fundamental AI concepts
Microsoft. 2024

Digital accessibility
Microsoft. 2023

Design for Accessibility
Udemy. 2021

SKILLS

User Research
Usability Testing
Wire framing & Prototyping

TOOLS

Figma
Maze
Optimal workshop
Google Analytics.
Hotjar
Jira & Asana