



# Forough Armanpour

UX/UI Designer

## CONTACT

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## EXPERIENCE

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### UX/UI Designer

Brezaa Apr 2022 - Present

Brezaa is a dating platform with innovative features to solve current problems that other dating apps do not solve.

- Translate user requirements into usable interfaces aligning with business goals.
- Develop **wireframes, mockups and prototypes** to know how sites function and look like in different devices.
- Building and maintaining our **design system** and **components library**.
- Plan and set up **usability tests** to collect the best possible data with **Maze**.
- Measure and analyze the success of design concept.
- Continuously iterate on solutions to make the product increasingly effective and delightful for users.
- Re-design existing UIs to better adapt Android and iOS devices

**Freelance Projects** Jun 2021 - Mar 2022

- Design a mobile app that enables users to personalize their own workout even with slight physical limitations.
- Redesign an online shopping website.
- Helped **user researches** through survey and talk to target users and get their real needs.
- Organize output of our research result by **affinity diagramming**.
- Develop **high-fidelity wireframes**, Clickable prototypes and conducted tests with **Optimal workshop**.
- Helped improve information architecture by assisting with **card sorting**.
- Replacement of vague objectives with clearer call to action.
- Eliminating misleading labels and unnecessary clicks.
- Apply **Accessibility** method in design



### Digital Marketer

SorooshSima Apr 2017 - Oct 2018

- Optimize content for the web or social network channels using **Google Adwords**.
- Analyze website traffic to improve user experience with **Google analytics** and **Hotjar**.
- **Email marketing** involves writing and designing newsletters templates with Mailchimp.



### Social Media Marketer

Baaax Oct 2015 - Oct 2017

- **Produce content** for multiple social media channels with considering target and goals.
- **Analyze interactions** and use that information for next plan.
- **Create engagement** content based on research and monitor influencers and competitors activities.
- **Graphic design** and video editing.



### Support Engineer

Danapardaz Mar 2012 - Oct 2015

- Responsible for user support tickets and **solve the problems**. (phone call / remote / in-person)
- Configure user's SQL server.
- **Test the updated product** before it goes to production.
- **Create documentation** that enabled user to extend skills and find the answer without asking from support team.

## EDUCATION

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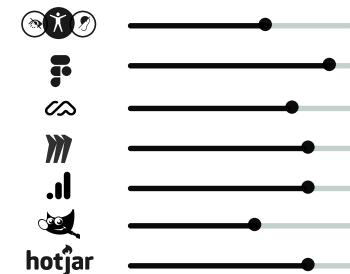
Bachelor's in IT engineering

2008 - 2012

## UX/UI Tools

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- Acceessebility Designing
- Figma
- Maze
- Miro
- Google Analytics
- Gimp
- Hotjar



## COURSES

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• UX Fundamentals ( <a href="#">UX LAND</a> )	3 Months	Feb. 2021
• UX/UI in Action ( <a href="#">UX LAND</a> )	3 Months	Jun. 2021
• Design for Accessibility: for UX Designers ( <a href="#">Udemy</a> )	9 Hours	Aug. 2021
• Social Media Marketing Masterclass ( <a href="#">Udemy</a> )	19 Hours	Jun. 2020
• Digital Marketing ( <a href="#">Industrial Management Institute</a> )	4 Months	Sep. 2016
• Advertising campaign ( <a href="#">Vije School</a> )	40 Hours	Nov. 2015

## SOFT SKILLS

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- Team work player
- Attention to details
- Ability to work independently
- User data collection and UX performance Analysis
- Capable of finding different solutions to a given problem.

## INTEREST AREAS

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- UX/ UI Design
- Product Design
- Accessibility Design
- Project Coordination