



Forough Armanpour

UX/UI Designer

Almere, Flevoland, Netherlands

CONTACT

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EXPERIENCE



UX/UI Designer

Brezaa London | 2021 - Present

- Identify values and pain points through survey, interview and observing users' journeys.
- Translate user requirements into usable interfaces aligning with business goals.
- Create research plan about 10+ competitors.
- Make an organized output of our research result by **affinity diagramming**.
- Assist in decision makings by analyzing qualitative and quantitative data.
- Create **story maps** to identify key points about our customers interaction and where they make key decisions.
- Draw **task flow** to understand how to build logic of different screens in different scenarios.
- Validating workflows and turning ideas to interface through **iterations** as the only designer.
- Work on **UI libraries** with considering accessibility standards.
- Increase accessibility in Design by **15% - %20**, based on Web Content Accessibility Guidelines (**WCAG**).
- Creating **micro animations** and **mockups**.
- Develop **high-fidelity wire frames** and collaborate with CEO for Clickable **prototype**.
- Plan and set up **usability testing** to collect the best possible data with **Maze**.
- Replacement of vague objects with clear call to action or eliminating misleading labels and unnecessary clicks.
- **Increase** the number of users who answer the onboarding questions and land in homepage **by 15%**.

Freelance Projects Netherlands | 2020-2021

1. FitMe - App Design

Design a mobile app that enables users to personalize their own workout even with slight physical limitations.

2. Bed and Bath - Redesign Website

Online shopping website.



Digital Marketer

SorooshSima Iran | 2017 - 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** involve write and design newsletters templates with Mailchimp.



Social Media Marketer

Baaax Iran | 2015 - 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.
- Create **motion graphic** content by Animaker and video editing.

EDUCATION

Bachelor's degree in IT engineering

2008 - 2012

SKILLS

- | | | |
|---------------------|----------------------------|--------------------|
| • UX Design | • Web Accessibility Design | • MS-Office Suite |
| • UI Design | • UI Prototyping | • Google Workspace |
| • User Research | • Wireframing | • HTML |
| • Usability Testing | • Component Libraries | |

TOOLS

- | | | |
|--------------------|--------------------|---------|
| • Figma | • Google Analytics | • Asana |
| • Maze | • Hotjar | • Miro |
| • Optimal Workshop | • Gimp | |

COURSES

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

SOFT SKILLS

- Ability to work independently and in a team environment (Now, I'm working in an agile team)
- Excellent attention to detail
- Good time management and organizational skills
- User data collection and UX performance Analysis
- Capable of finding different solutions to a given problem.