



Forough Armanpour

UX/UI Designer

Almere, Flevoland, Netherlands

CONTACT



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EXPERIENCE



UX/UI Designer

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

TOOLS

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

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.