



Forough Armanpour

UX/UI Designer

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Almere · Netherlands

EXPERIENCE

Brezaa, UX/UI Designer (Netherlands 2021 - Present)

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|----------------|---|
| UX/UI design | <ul style="list-style-type: none">• Create and prioritise product strategies based on market, user feedback and business goals.• Create user interfaces and flows based on user needs and business goals.• Process user research findings, create competitor analysis and make an organised using affinity mapping.• Create wireframes, high fidelity prototypes and visual design based on design principles and UI libraries. |
| Collaboration | <ul style="list-style-type: none">• Collaborate with designers, marketing team and stakeholder to create visually user interfaces.• Collaborate with engineering team to translate product requirements into technical specifications. |
| Data analytics | <ul style="list-style-type: none">• Implement analytics tools to measure the success and impact of product changes.• Analyse user data and feedback to identify opportunities for optimisation and enhancements.• Plan and set up usability testing to collect the best possible data with Maze. |
| Achievements | <ul style="list-style-type: none">• Increased the number of users who answer the onboarding questions and land in homepage by 15%.• Increased accessibility in Design by 15% - 20%. |

Freelancing, UX/UI Designer (Netherlands 2020 - 2021)

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| <u>FitMe</u>
Mobile App | It was an end to end project that enables users to personalise their own workout even with slight physical limitations. I applied independency of colour in my design. I made an organised output by affinity mapping and paid attention to user feedback which is more frequent. |
| <u>Bed & Bath</u>
Website Redesign | It was inconsistent and not user friendly online shopping website. Because of lack of Information architecture, users left the website without any shopping. We made a smooth navigation by card sorting and also applied the principle of design based on Google Material Design . |

Digital Marketer (2015 - 2018)

When I found out that UX/UI is the root of digital marketing, I decided to change my career while bringing some valuable skills from my digital marketing experience to my UX/UI journey. Some of them are:

- Optimising content for the web or social media channels using **Google Adwords**.
- Analysing website traffic to improve user experience with **Google Analytics** and **Hotjar**.
- **Writing and designing** newsletter email templates with Mailchimp.

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, 2021)
- UX/UI in Action, UX LAND (3 months, 2021)
- Design for Accessibility, Udemy (9 Hour, 2021)
- Digital Marketing, Industrial Management Institute (4 Months, 2016)

SOFT SKILLS

- Ability to work independently and in a team and **agile environment**
- Empathy and active listening during the interview.
- Excellent attention to detail.
- Good time management and organizational skills.
- Capable of finding different solutions to a given problem.

