

Dorna Mehrkish

UX/Product Designer

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Experience

Oct 2016 - July 2017 **Bloc**, Design & Front- End Apprenticeship

- Collaborated remotely with a seasoned Designer to develop my design approach over an intensive, project-based program
- Produced UX deliverables, such as user flows, wireframes and mockups
- Crafted unique brand identities for projects that met the product's user needs
- Presented research and final design solutions to Bloc's program director; was able to improve designs based on feedback

Dec 2015 - March 2017 **Helpshift**, Customer Success Manager

- Owned a client portfolio of mobile gaming and e-commerce customers; sustained average MRR growth by 8% on average
- Managed all product training initiatives from end to end (webinars, newsletters and knowledge base content)
- Developed industry-specific customer health metrics for the team to better forecast LTV, net churn and NPS scores
- Collaborated with Sales/Product to create strategic implementation plans that aligned with our customer's goals and surfaced expansion opportunities

Oct 2013 - Dec 2015 **Lyft**, Voice of Customer Specialist

- Worked cross-functionally to maintain a high performing help center (measured by page views/session and email deflection)
- Led multiple on-site training workshops for outsourced customer support teams
- successfully developed and launched a live chat channel for Lyft's Lost and Found feature
- Managed relationship with many of the department vendors, including Zendesk & Directly.

Education

Oct 2016 - July 2017

Bloc.io

UX Design and Front-End Development

Aug 2009 - May 2013

San Francisco State University

B.S, International Business

Methodology

Research & Strategy

User interviews
User stories
User flows
Personas
Content analysis
Requirements definition

Design

Information architecture
Usability testing
Rapid prototyping
Brand identity
Low & high fidelity wireframes
Copywriting

Development

HTML
CSS
Javascript/JQuery

Tools

Sketch
Illustrator
Framer
InvisionApp
Photoshop
Balsamiq
Principle
Github
Usabilityhub