



 San Francisco, CA

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Summary

Dedicated and experienced UX Designer drawn towards the technical aspects of executing a project. I'm passionate about creating simple, elegant solutions for complex design problems. My work is rooted in a deep understanding of end-users while still balancing internal goals & KPIs.

Skillset

- Front-End Development
- Usability Testing
- User Research
- Content Strategy
- Journey Mapping
- User Personas
- User Flows
- Wireframing
- Hi-fidelity mockups
- Rapid Prototyping
- Information architecture modeling

Tools

- Sketch
- Adobe CC
- Framer
- InvisionApp
- Balsamiq
- HTML, CSS
- Javascript/jQuery
- Principle
- Github
- Zeplin

Recent Projects

- **Lendmate:** Led a user-centered design process around iOS 10 guidelines to create a location-based mobile app for users in the rental marketplace
- **Keeper:** Built a functional web-based prototype for a cloud-based file sharing tool. Remotely led usability tests and user interviews through UserTesting and InvisionApp. Built final prototype using javascript.
- **Bake My Day:** Led end to end product design for an e-commerce project that delivers food. Focused efforts on market research, competitive analysis and guerilla usability tests
- **Ayande Dance Company:** Co-founded a non-profit that aims to use dance to bridge the gap between Iranian and American communities. Currently completing brand identity and web development.

Experience

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

- Developed deep knowledge of agile design processes and tools in a full-time project-based Mentorship program with a seasoned designer
- Produced 4 end-to-end projects designed around specific researched personas with user flows, wire frames, and high fidelity mockups
- Built effective, all encompassing brand identities
- Presented projects to the Bloc Program Director in formal reviews

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

- Owned a client portfolio of mobile gaming and e-commerce customers; sustained MRR growth of 8% on average
- Managed all product training initiatives and materials including webinars, newsletters and knowledge base content
- Acted as a liaison between Sales and Product to create product implementation roadmaps specific to customer acquisition and growth; was able to prove a 20% drop in customer support volume due to improved internal collaboration

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

- Led CRM migration project and redesigned help center; used page view and email deflection data to measure success
- Improve team retention rates by 25% by revamping training and onboarding methods for the 700 person support team
- Launched a live chat channel for a new Lost and Found feature, work was featured in Forbes magazine

Education

Aug 2009 - May 2013

San Francisco State University

B.S, International Business