Dorna Mehrkish

UX/Product Designer

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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
- Developed industry-specific customer health metrics for the team to better forecast LTV, net churn and NPS scores
- Acted as a liaison between Sales and Product to create product implementation roadmaps specific to customer acquisition and growth

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

- Used page view and email deflection data to improve and maintain a high performing help center
- Led multiple on-site training workshops for outsourced customer support teams across the US
- Launched a live chat channel for a new Lost and Found feature
- Managed relationships with 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

Javascript/jQuery
HTML
CSS

Tools

Sketch
Illustrator
Framer
InvisionApp
Photoshop
Balsamiq
Principle
Github
Usabilityhub