

Dorsa Roohbakhsh

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Motivated UI/UX Designer with over three years of freelance experience

Creating user-centric and aesthetically pleasing interfaces for mobile and web applications

Experienced in collaborating with clients to deliver high-fidelity design mockups

Skilled in using tools like Figma and Adobe XD, Photoshop, Illustrator and Sketch

Work Experience_The Most Important Freelance Projects

(Local Library Website)

January 2024

Information Architecture:

Designed a clear information architecture to facilitate easy navigation through the library's diverse services.

User Flow Development:

Outlined user flows that simplified the processes of book searches and event information retrieval.

Visual Design:

Employed Adobe Illustrator to create interesting illustrations for the home page.

Accessibility and Inclusion:

Integrated inclusive design principles to ensure the website was accessible to all patrons.

Digital Presence Enhancement:

Reinforced the library's digital presence, increasing user interactions and engagement with available resources.

(Bakery Application-Cako)

September 2023

Problem Statement and Challenges:

I Identified and addressed customer needs to enhance the bakery application's ordering system.

User Research:

Conducted extensive research to inform design decisions, focusing on customer behavior and preferences.

User Persona Creation:

Crafted detailed user personas to anchor the development of a user-friendly interface for Cako.

User Journey Mapping:

Mapped out user journeys to streamline the cake selection and ordering process, ensuring a seamless experience.

Prototyping:

Developed wireframes and interactive prototypes using Figma to simulate the user experience and test usability.

Final UI Design:

Delivered a visually appealing and functional user interface, leading to increased user engagement and sales.

Skills_Design Tools | Proficient in Figma, Adobe (Photoshop, Illustrator, XD), Sketch

Prototyping & Wireframing:

Experience in creating wireframes, prototypes, and high-fidelity mockups

User Research:

Conducting user interviews, usability testing, and creating empathy maps

UI Design:

Developing visual design elements such as layouts, typography, iconography, color schemes

UX Design:

Creating user personas, user journey maps, and flow diagrams

Collaboration:

Working closely with developers, product managers, and stakeholders

Responsive Design:

Crafting user interfaces that are adaptable to various screen sizes and devices

Education

January 2023-Present

Bachelor's Interaction Design - GPA: 3.93

Emily Carr University of Art + Design, Vancouver, Canada