

# 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**