



# Elnaz Doostdar

Sr. UX/UI Designer

✉ elnazd@gmail.com

💼 iamux.ninja

☎ 949-607-6136

📍 San Mateo, CA

## Experience

### Sr. UX/UI Designer - Quest Software

Jan 2016 - Present | CA

- Designed project planning and reporting features for an internal product which saved around 15% of the project manager's time on planning, improved visibility on SLAs, and reduced project delays.
- Redesigned and evaluated Quest e-commerce website including product listing, checkout flow, and payment to align branding and enhance the user experience which reduced sales calls significantly.
- Redefined the flow of customer contact support which increased deflection by 10% shortly after launch.
- Designed various minimalist UI patterns and tested through A/B, split, and conversion tracking campaigns using VWO to assess usability.
- Built and maintained a scalable UI pattern design library based on Atomic design using Sketch and Frontify to maintain consistency of different domains.
- Improved design processes by introducing new tools to facilitate hand-off procedures and increase work efficiency.

### UI Developer - Dell Software

Mar 2014 - Jan 2016 | CA

- Delivered a video gallery site using complex Ajax technology.
- Developed responsive, cross-browser web pages using the Bootstrap framework, and several 3rd-party plugins.

### UX Designer | UI Developer - QuickStart Intelligence

May 2013 - Mar 2014 | CA

- Redesigned company website to be responsive.
- Hand-coded interactive responsive components which increased mobile traffic by 50%.

## Education

### Certificate of Emotional Design - How to Make Products People Will Love

Interaction Design Foundation, Online

### Certificate of User Experience and Customer-Centered Design

California State University Fullerton, CA

### Master of Information Technology - Web Development

Swinburne University of Technology, Melbourne (Australia)

### Bachelor of Computer Hardware Engineering

Azad University, Tehran (Iran)

## Skills

### User Research

Survey / Interview  
Competitive Analysis  
Literature Review  
User Flow / IA  
Affinity Diagram  
Persona  
Journey Map  
Usability Testing

### Design

Hand Sketches  
Wireframes  
Mockups / Comps  
Prototypes

### Development

HTML5  
CSS3  
jQuery / JavaScript  
Bootstrap

### Tools

Sketch



Photoshop



Illustrator



InVision



Balsamiq



Frontify



Keynote



Axure



VWO

