Elnaz Doostdar

[Portfolio](#)

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Senior UX Designer

A seasoned designer with a versatile spectrum of skills tackling highly complex projects with efficiency and impressive results in an enterprise SaaS setting. Fast synthesis of requirements and formulating a design direction that always places the user at the focal point. Develop strong relationships with UX researchers, developers, product managers, stakeholders, and users by tailoring a flexible style to meet success.

Technical Skills

User Research	Survey / Interview, Empathy Map, Competitive Analysis, Literature Review, User Flow , Affinity Diagram, Persona, Journey Map, Usability Testing
Design	Hand Sketch, Wireframe, Hifi Mockup, Prototype, Information Architecture, Design System, Responsive Web, iOS & Android
Development	HTML5, CSS3, jQuery / JavaScript, Bootstrap, React
Tools	Figma, Miro, Sketch, Adobe Suite (XD / Photoshop / Illustrator), Balsamiq, InVision, Frontify, Zeplin, Visual Web Optimizer, Keynote

Professional Experience

EQUINIX, Sunnyvale, CA   Jun 2020 - Present
Senior UX Designer

- Design an interactive centralized network topology tool empowering network architects to create, monitor, and troubleshoot their entire network and build efficient network design solutions.
- Redesign Equinix interconnection portal information architecture to help customers map features based on their roles in networking and reflect relationships based on users' mindsets to improve discoverability.
- Create an automated online self-service ordering experience for reserving servers that reduces expenses for both customers and the business.
- Contribute to the Equinix design system by leading workshops to gather and synthesize ideas to scale and improve components.

QUEST SOFTWARE, Aliso Viejo, CA   Jan 2016 - Feb 2020
Senior UX / UI Designer   Jan 2018 - Feb 2020

- Preserved 15% of PMs' time on executing projects from planning to closure by designing project planning and reporting features for an internal enterprise product from conception to implementation, improving workflow for several departments.
- Initiated building a scalable responsive/accessible design library and defined maintenance process slashed design deliverables time 50% and enhanced design consistency across platforms and contributed to 2 major acquisitions rebranding process.

- Launched stunning responsive campaigns, landing, and product information web pages worked seamlessly across 6 different languages on the company marketing website.
- Achieved 10% in deflection by redefining and automating user-flow challenges to contact support.

UX / UI Designer   Jan 2016 - Jan 2018
- Evaluated and redesigned Quest e-commerce to create visually stimulating UI and delightful user experience; collaborated with users, stakeholders, and developers. Yielded reduction in customer support costs by 20%.
- Led qualitative and quantitative research efforts such as A/B testing using visual web optimizer, validating designs and training team members improving conversion rate.
- Pioneered resolving problems by introducing new tools, facilitating hand-off procedures to developers, accelerating work efficiency.

DELL, Aliso Viejo, CA   Mar 2014 - Jan 2016
UI Developer
- Launched pixel-perfect responsive web pages using Bootstrap framework amplified traffic and reduced bounce rate on tablet and mobile.
- Delivered a video gallery site using complex Ajax technology, enabling Dell to integrate overall video strategy across platforms improving accessibility.

QUICKSTART INTELLIGENCE, Irvine, CA   May 2013 - Mar 2014
UI Developer
- Developed interactive responsive components in collaboration with remote engineers boosting mobile traffic by 50%.
- Analyzed data and conducted qualitative usability tests with users, improving course registration rates by 0.2%

Side Projects
FREELANCE   Feb 2020 - Jun 2020

Product Designer
- Designed a COVID-19 protection concept [mobile app](#) to help contain the Coronavirus through heatmaps, test symptoms, quarantine instructions, and assigning available healthcare facilities accordingly.
- Designed a healthcare mobile app to support virtual care adopted by [Zocdoc](#) application.

Education

- **Master of Information Technology**, Web Development, Swinburne University of Technology, Melbourne, Australia
- **Bachelor of Computer Science,** Hardware Engineering, Azad University, Tehran, Iran
- Certificate of User Experience and Customer-Centered Design, California State University Fullerton, CA