

Sr. UX/UI Designer

# Elnaz Doostdar

I thrive by solving complex problems using elegant and simple interfaces. Curiosity, persistence, and obsessive attention to detail define me.

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## Work Experience

### Sr. UX/UI Designer

Quest Software

Jan 2018 - Present

Initiated building a scalable design library system and defined the maintenance process that slashed design deliverables time 50% and enhanced design consistency on products.

Preserved 15% of PMs' time on executing projects from planning to closure by designing project planning and reporting features for an internal enterprise software application from conception to implementation.

Achieved 10% in deflection by redefining and automating the user-flow challenges to contact support in all screens.

### UX/UI Designer

Quest Software

Jan 2016 - Jan 2018

Evaluated and redesigned Quest e-commerce to create visually stimulating UI and delightful user experience through collaboration with users, stakeholders, and developers yielded a reduction in customer support costs.

Led qualitative and quantitative research efforts such as A/B testing using visual web optimizer (VWO) to validate design decisions and trained team members accordingly.

Pioneered resolving problems by introducing new tools to facilitate hand-off procedures to developers which accelerated work efficiency.

### UI Developer

Dell Software

Mar 2014 - Jan 2016

Launched numerous pixel-perfect responsive web pages using the Bootstrap framework amplifying our traffic via desktop, tablet, and mobile.

### UI Developer

QuickStart Intelligence

May 2013 - Mar 2014

Hand-coded interactive responsive components in collaboration with remote engineers boosting mobile traffic by 50%.

## Education

Jun 2019 - Nov 2019

Certificate of Emotional Design - How to Make Products People Will Love  
Interaction Design Foundation, Online

Mar 2014 - Jun 2015

Certificate of User Experience and Customer-Centered Design  
California State University Fullerton, CA

Mar 2008 - Dec 2010

Master of Information Technology - Web Development  
Swinburne University of Technology, Melbourne (Australia)

Sep 2001 - Apr 2006

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  
Prototypes

### Development

HTML5  
CSS3  
jQuery / JavaScript  
Bootstrap

### Tools

Sketch  
Photoshop / Illustrator  
Balsamiq  
InVision  
Frontify  
Zeplin  
Visual Web Optimizer