

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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📍 San Mateo, CA

Work Experience

Sr. UX/UI Designer

Quest Software

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 product from conception to implementation.
- Initiated building a scalable responsive design library system and defined the maintenance process that slashed design deliverables time 50% and enhanced design consistency on products.
- Achieved 10% in deflection by redefining and automating the user-flow challenges to contact support in all devices.

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

UI Developer

QuickStart Intelligence

May 2013 - Mar 2014

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
- Figma
- Photoshop / Illustrator
- Balsamiq
- InVision
- Frontify
- Zeplin
- Visual Web Optimizer