


Elnaz Doostdar

Sr.UX/UI Designer

6+ Years Experience

 iamux.ninja

 elnazd@gmail.com

 949-607-6136

 San Mateo, CA

Skills

Design - Responsive web design, Research, Competitive analysis, User flows, Storyboards, Wireframes, Mockups, Prototypes, Building and maintaining design library based on Atomic design, User testing

Development - HTML5, CSS3, CSS Grid, jQuery, Bootstrap framework

Tools - Sketch, Photoshop, Zeplin, Balsamic, Frontify, Invision, Axure, Webstorm, GIT, Jira, Microsoft visual studio, TFS, Dreamweaver

Testing & Analytics - Visual web optimizer, Adobe test & target, Browserstack, Google Analytics

Education

User experience and customer-centered design certificate

California State University Fullerton

Mar 2014 - Jun 2015

Master of Information Technology - Web development

Swinburne University of Technology, Melbourne (Australia)

Mar 2008 - Dec 2010

Bachelor of computer hardware engineering

Azad University, Tehran (Iran)

Sep 2001 - Apr 2006

Certified ScrumMaster(CSM)

Scrum Alliance

Aug 2015

Agile certification

Sep 2015

Experience

Sr. UX/UI Designer - Quest Software

Jan 2016 - Present, California

- Qualitative & quantitative **testing** (A/B, Split, Goal conversion campaigns)
- Create detailed **wireframes, mockups**, and interactive **prototypes**
- Create **user flows** and **storyboards** to communicate concepts
- Conduct **research** and competitive analysis
- Analyze data and design intuitive **UI patterns** accordingly
- Analyze and break down complex user tasks into intuitive steps
- **Collaborate** effectively with stakeholders, developers, and project managers
- Build a **scalable design library** based on **Atomic** design
- Research tools and **critique** products to evaluate purchase decision
- Create **visual assets** & participate in rebranding company acquisitions

UI Developer - Dell Software

Mar 2014 - Jan 2016, California

- Developed **responsive, cross-browser** web pages using the **Bootstrap** framework
- Delivered a video gallery site using complex **Ajax technology**
- Worked and customized 3rd party **plugins**
- Developed responsive widgets using the **Dell design library**
- **Collaborated** with the **remote** team in China, India, and across the US
- **Led** projects and **trained** team members
- Worked efficiently in a fast-paced **agile** environment
- **Awarded** as a hard-working employee in the last quarter of 2014

UX Designer | UI Developer - QuickStart Intelligence

May 2013 - Mar 2014, California

- **Redesigned** company website to be responsive
- Conducted **qualitative usability tests** which increased conversion rate by **0.2%**
- **Hand-coded** interactive responsive components which increased mobile traffic by **50%**
- Created visual assets

UI Developer - Byte Information Technology

May 2010 - Nov 2011, Melbourne (Australia)

- **Developed** several pixel-perfect websites from PSD files for a wide range of clients
- Created interactive **prototypes**
- Worked with different **content management systems** and programming languages