

UX Designer with more than **5** years of experience in UI/UX and a passion for optimization and user-centered design. Successfully completed a **certificate** program in UX at USUF. My experience includes **optimization, analysis** and planning for customer-centered design, UX design for **web** and **mobile** creating annotated **wireframes, prototyping, and usability testing**. Hands-on experience in **Responsive UI** development, and web related technologies.

[Dell Software CA, USA](#)

Senior UX Designer/UI Developer (Full-time)

Mar 2014 - Current

- Use **UX methodologies** at different phases of design to leverage best result.
- Create **interactive wireframes** to sketch solutions for complex use cases using **Balsamiq**.
- Create crisp **mockups** using Adobe **Photoshop/Illustrator**.
- **Optimize** design patterns by setting up various tests (**A/B, Split URL, Multivariate, conversion tracking, form analysis**) using **VWO** to continuously discover the best performing versions that contribute to our ultimate business goals and strategies.
- Deliver a video gallery site using complex **Ajax** technology that allows Dell Software to integrate our overall video strategy across Dell Software and Dell. Leveraging modern transcription, closed captioning, **HTML5 responsive design**, search engine optimization, and syndication capabilities, lead to win silver team **award**.
- Develop **responsive, cross-browser** compatible web pages using **Bootstrap** framework to provide users optimal viewing experience.
- **Rebrand** Dell software acquired companies websites to maintain user experience while consolidating content to Dell software domain.
- Effective collaboration and communication with remote team in China and across US, created the opportunity to technically **lead** projects, **train** team members, and complete projects successfully within time and budget.
- Work efficiently in a **fast-paced agile** environment using multitasking and time management skills, resulted in being identified as a **hard working employee** in the last quarter of 2014.

[QuickStart Intelligence CA, USA](#)

Web developer (Full-time)

May 2013 - Mar 2014

- **Redesigned** and developed web pages, site map, and navigation based on monitoring analytics and conducting **usability test** with actual site users to create easier and more intuitive experience, using problem solving skills, which increased conversion rate by 0.2%.
- **Hand-coded** interactive course registration component using **Ajax** which improved user experience by decreasing multiple server calls, resulted in reducing exit rate.
- Converted company website to responsive which increased site traffic through mobile by **50%**.

[Byte Information Technology Melbourne, Aus](#)

Web developer (Full-time)

Jan 2011 - Jan 2013

- Developed numerous **pixel-perfect** websites for a wide range of clients by converting PSD files in to live web pages using variety of tools and technologies.
- Communicated with clients and provided them with working **prototypes** to test regularly during development phase that avoided scope creep and increased client's satisfaction drastically.
- Worked with several content management systems and programming languages and applied my knowledge to real world projects.

Technical Skills

Responsive Web Design/Development, **HTML5** ,**CSS3** ,**Bootstrap** framework, **Prototyping**, **Wireframing**, **Responsive** Email templates, **Javascript**, **jQuery**, jQuery UI, **Ajax**, jQuery Mobile, MVC views, DNN, Reddot, Umbraco

Tools

Photoshop, **Illustrator**, **Balsamiq**, **GIT**, Webstorm, Dreamweaver, Microsoft visual studio, TFS, TortoiseHg, Ensignen tag management system, **VWO**, 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 - Major **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) & Agile **certification**

California

Aug/Sep 2015