

# Elnaz Doostdar

## Sr.UX Designer

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 San Bruno, CA

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## Design Skills

- Cross-platform web design
- Wireframing
- Rapid prototyping
- Optimization
- Building and maintaining UI stencil library based on Atomic design
- Building brand library using Frontify
- Usability testing

## Technical Skills

- HTML5
- CSS3
- jQuery
- Bootstrap framework

## 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 Designer @ Quest Software

Jan 2016 - Present

- Create **responsive** design solutions for complex problems
- Create detailed **wireframes**
- Create **interactive prototypes** to communicate design concepts with developers and get feedback from users and stakeholders
- Build **UI pattern library** based on **Atomic** design to deliver a consistent user experience and increase productivity
- Create pixel-perfect **mockups** using a **central design library**
- **Optimize** design patterns by setting up various tests using VWO to discover best performing patterns that can contribute to our ultimate business goals and strategies
- **Research** tools and industry best practices and apply to our daily processes to improve team productivity
- Create visual assets

### • UI Developer @ Dell Software

Mar 2014 - Jan 2016

- Developed **responsive**, cross-browser web pages using **Bootstrap** framework to provide users optimal viewing experience
- Delivered a video gallery site using complex Ajax technology that allowed Dell Software to integrate our overall video strategy across Dell Software and Dell
- **Rebranded** 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
- Worked 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

### • UX Designer | UI Developer @ QuickStart Intelligence

May 2013 - Mar 2014

- **Redesigned** company website based on monitoring analytics and conducting **usability tests** with users to create an intuitive experience which increased conversion rate by 0.2%
- Transformed desktop-only web pages to responsive layouts by hand-coding interactive components, resulted in dramatic mobile traffic **increase by 50%**
- Created visual assets

### • UI Developer @ Byte Information Technology

Jan 2011 - Jan 2013

Melbourne , Australia

- Developed numerous pixel-perfect websites for a wide range of clients by converting PSD files into live web pages using variety of tools and technologies
- Communicated with clients and provided them with working prototypes to test regularly during development phase which in turn avoided scope creep and increased satisfaction
- Worked with several content management systems and programming languages

## Tools

### Design

- Sketch
- Photoshop
- Illustrator
- Balsamic
- Frontify
- Axure

### Test & Analysis

- Visual web optimizer
- Adobe test & target
- Browserstack
- Google Analytics
- Ensighten tag management system

### Development

- Webstorm
- GIT
- Microsoft visual studio
- TFS
- Dreamweaver