Elnaz Doostdar

Sr. UX/UI Designer

I'm passionate about people, places, food, and culture. I thrive by solving complex problems using elegant and simple interfaces.

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Experience

Sr. UX/UI Designer - Quest Software
Jan 2016 - Present | CA

- Built and maintained a scalable UI pattern design library based on Atomic design and WCAG accessibility guidelines and created several responsive interfaces for high traffic domains including marketing, e-commerce, support, and community areas.

- Designed project planning and reporting features for an internal product which saved around 15% of the project manager's time on planning, improved visibility on SLAs, and reduced project delays.

- Researched and redesigned Quest e-commerce website including product listing, checkout flow, and payment to align branding and enhance the user experience which reduced sales calls significantly.

- Redefined the flow of customer contact support which increased deflection by 10% shortly after launch.

- Quantitative testing through A/B, split, and conversion tracking campaigns using Visual Web Optimizer to validate the design with users.

- Improved design processes by introducing new tools to facilitate hand-off procedures which increased work efficiency significantly for designers and developers.

UI Developer - Dell Software
Mar 2014 - Jan 2016 | CA

- Delivered a video gallery site using complex Ajax technology.

- Developed responsive, cross-browser web pages using the Bootstrap framework, and several 3rd-party plugins.

UX Designer | UI Developer - QuickStart Intelligence
May 2013 - Mar 2014 | CA

- Redesigned company website to be responsive.

- Hand-coded interactive responsive components which increased mobile traffic by 50%.

Education

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

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

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

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
Boostrap

Tools

Sketch
Photoshop
Illustrator
InVision
Balsamiq
Frontify
Keynote
Axure
VWO