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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## 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 improving workflow for several departments.

Initiated building a scalable responsive design library and defined maintenance process slashed design deliverables time 50% and enhanced design consistency across products.

Achieved 10% in deflection by redefining and automating 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; collaborated with users, stakeholders, and developers; yielded a reduction in customer support costs by 20%.

Led qualitative and quantitative research efforts such as A/B testing using visual web optimizer to validate designs and trained team members improving conversion rate.

Pioneered resolving problems by introducing new tools to facilitate hand-off procedures to developers, accelerating work efficiency.

**UI Developer**
Dell Software
Mar 2014 - Jan 2016

Launched pixel-perfect responsive web pages using Bootstrap framework amplified traffic via desktop, tablet, and mobile.

**UI Developer**
QuickStart Intelligence
May 2013 - Mar 2014

Developed interactive responsive components in collaboration with remote engineers boosting mobile traffic by 50%.

## Side Project

**Product designer**
Feb 2020

Designed a healthcare mobile app to support virtual care, save commute time to a physical office, and access session recording on-demand; innovating a new concept in healthcare industry.

## Education

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|---|---|
| Jun 2019 - Nov 2019 | **Certificate of Emotional Design - How to Make Products People Will Love**<br>Interaction Design Foundation, Online |
| Mar 2014 - Jun 2015 | **Certificate of User Experience and Customer-Centered Design**<br>California State University Fullerton, CA |
| Mar 2008 - Dec 2010 | **Master of Information Technology - Web Development**<br>Swinburne University of Technology, Melbourne (Australia) |
| Sep 2001 - Apr 2006 | **Bachelor of Computer Hardware Engineering**<br>Azad University, Tehran (Iran) |

## Skills

| User Research | Design | Development | Tools |
|---|---|---|---|
| Survey / Interview | Hand Sketches | HTML5 | Sketch |
| Empathy Map | Wireframes | CSS3 | Figma |
| Competitive Analysis | Mockups | jQuery / JavaScript | Photoshop / Illustrator |
| Literature Review | Prototypes | Boostrap | Balsamiq |
| User Flow / IA | | | InVision |
| Affinity Diagram | | | Frontify |
| Persona / Journey Map | | | Zeplin |
| Usability Testing | | | Visual Web Optimizer |