Elnaz Doostdar
Sr. UX/UI Designer

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💼 iamux.ninja 📍 San Mateo, CA

Experience

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

- 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.

- Redesigned and evaluated 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.

- Designed various minimalist UI patterns and tested through A/B, split, and conversion tracking campaigns using VWO to assess usability.

- Built and maintained a scalable UI pattern design library based on Atomic design using Sketch and Frontify to maintain consistency of different domains.

- Improved design processes by introducing new tools to facilitate hand-off procedures and increase work efficiency.

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

Sketch
Photoshop
Illustrator
Balsamiq
InVision
Axure
Frontify
Keynote
Optinmoster

Development

HTML5
CSS3
jQuery / JavaScript
Boostrap