




Elnaz Doostdar


Sr.UX/UI Designer

7+ Years Experience

 iamux.ninja

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 949-607-6136

 San Mateo, CA

Skills

Design - Product design, UX design, Responsive UI design, User research, Competitive analysis, User flows, Affinity mapping, Wireframes, Mockups, Interactive prototypes, Task analysis, User interviews, Design library, Design ideation, Literature review

Tools - Sketch, Photoshop, Zeplin, Balsamic, Frontify, Invision, Axure, Webstorm, GIT, Jira, Microsoft visual studio, TFS, Dreamweaver

Testing & Analytics - Visual web optimizer, Adobe test & target, Browserstack, Google Analytics

Development - HTML5, CSS3, CSS Grid, jQuery, Bootstrap framework

Education

Emotional design - How to make products people will love certificate
Interaction Design Foundation
Jun 2019 - Nov 2019

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/UI Designer - Quest Software**
Jan 2016 - Present, California

- **Designed** a project planning feature for a demand generation & content management system in-house **web application 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 to align branding and improve the user experience when shopping online. the project had a positive impact on the checkout experience and content organization in general and **reduced** sales calls significantly.

- **Evaluated** the process of customer contact support and **redesigned** the flow for customers to contact Quest and One identity support services. Worked closely with stakeholders and customers to identify issues and applied appropriate UX approaches at each stage to enhance the experience. The result is a **10% increase** in deflection.

- **Designed** various **minimalist UI patterns** to help reduce overwhelming information and improve discoverability using the main principals of UX such as **Gestalt theory**. **Conducted competitive analysis** to come up with standard patterns and applied **quantitative testing** using **visual web optimizer** to assess design and **iterate frequently**. The result has been implemented on all product line, product, and solution pages of Quest and One Identity marketing websites.

- **Built and maintained** a **scalable design library** based on **Atomic design** using Sketch & Frontify

- Qualitative & quantitative **user testing** (A/B, Split, Goal conversion campaigns) using **interactive prototypes**

- Create detailed **wireframes, mockups, user flows, task analysis, personas, journey maps, and affinity diagrams**

- Conduct **user research** (user interviews, surveys, card sorting, concept testing) and **competitive analysis**

- **Analyze** and **break down** complex user tasks into intuitive steps

- **Collaborate** effectively with stakeholders, and project managers to bring concepts to life

- Handoff designs and prototypes with **accurate specs** to developers

- **Research** tools and **critique** products to evaluate purchase decision

- Create **visual assets** & participate in rebranding company acquisitions
- UI Developer - Dell Software**
Mar 2014 - Jan 2016, California

- Developed **responsive, cross-browser** web pages using the **Bootstrap** framework

- Delivered a video gallery site using complex **Ajax technology**

- Worked and customized 3rd party **plugins**

- Developed responsive widgets using the **Dell design library**

- **Collaborated** with the **remote** team in China, India, and across the US

- **Led** projects and **trained** team members

- Worked efficiently in a fast-paced **agile** environment

- **Awarded** as a hard-working employee in the last quarter of 2014
- UX Designer | UI Developer - QuickStart Intelligence**
May 2013 - Mar 2014, California

- **Redesigned** company website to be responsive

- Conducted **qualitative usability tests** which increased conversion rate by **0.2%**

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

- Created visual assets
- UI Developer - Byte Information Technology**
May 2010 - Nov 2011, Melbourne (Australia)

- **Developed** several pixel-perfect websites from PSD files for a wide range of clients

- Created interactive **prototypes**

- Worked with different **content management systems** and programming languages