Elnaz Doostdar (Ellie)

6+ Years Experience

Sr.UX Designer

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Design Skills

Responsive web design, Quantitative research, Competitive analysis, User flows, Storyboards, Wireframes, Mockups, Prototypes, Building and maintaining design library based on Atomic design, User testing

UI Technical Skills

HTML5, CSS3, CSS Grid, 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/UI Designer - Quest Software
Jan 2016 - Present, California

- Conduct **quantitative research** and **competitive analysis** to identify best practices & user behavior
- Create **user flows** and **storyboards** to communicate concepts with developers & stakeholders and identify issues upfront
- Analyze and break down complex user tasks into intuitive steps
- Create detailed **wireframes**, **mockups**, and interactive **prototypes** to effectively show design ideas/interactions, and get feedback
- **Collaborate** effectively with stakeholders, developers, and project managers at different stages of project execution
- Work closely with data analysts to identify usability issues and make constructive suggestions for improvement
- **Optimize** existing design patterns and validate solutions using various **user testing** methodologies like A/B or split tests
- Build **scalable design library** based on **Atomic** design to maintain consistency and increase productivity
- Create **visual assets** & participate in rebranding company acquisitions
- Research tools and industry best practices and apply to daily processes to improve team efficiency

○ UI Developer - Dell Software
Mar 2014 - Jan 2016, California

- Developed **responsive**, **cross-browser** web pages using the **Bootstrap** framework to provide users optimal viewing experience
- Delivered a video gallery site using complex **Ajax technology** that integrated our overall video strategy across Dell Software and Dell
- Worked with 3rd party **plugins** and customized them based on needs
- Developed responsive widgets using **Dell design library**
- Effective collaboration and communication with the remote team in China and across the US gave me the opportunity to technically **lead** projects, **train** team members, and complete tasks 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, California

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

○ UI Developer - Byte Information Technology
May 2010 - Nov 2011, Melbourne (Australia)

- **Developed** numerous pixel-perfect websites for a wide range of clients by converting PSD files in to live web pages using a variety of tools and technologies
- Collaborated 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, Zeplin, Balsamic, Frontify, Invision, Axure

Test & Analytics   Visual web optimizer, Adobe test & target, Browserstack, Google Analytics

Development   Webstorm, GIT, Jira, Microsoft visual studio, TFS, Dreamweaver