



# Farzaneh Falakrou

## UX/UI Designer

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### SKILLS

Project Management   User Research  
Problem-solving   User journeys  
Collaboration   Wireframe & Prototype  
Usability Testing   Data Analysis  
Design Systems   Visual/UI Design

### TOOLS

Figma, Miro, Adobe Creative Suite,  
HTML5 + CSS

### LANGUAGE SKILLS

English: C2  
Persian: C2  
Italian: B1  
German: A1

### EDUCATION

UI Specialisation Course | CareerFoundry  
📅 Sep 2023- Nov 2023

UX Design Certification | CareerFoundry  
📅 Dec 2022 - Sep 2023

MSc Urban Planning | Politecnico di Milano  
📅 2017 -2020 📍 Milan, Italy

BSc Architecture | Azad University  
📅 2009 -2014 📍 Isfahan, Iran

### SUMMARY

A UX/UI Designer with 5+ years of architecture experience, I blend creativity and analytics to craft user-centric solutions. My background enhances my understanding of spatial relationships and user behavior, allowing me to create intuitive digital experiences.

### PROJECTS

#### UI Designer | Real Estate Responsive Web App

- Designed high-fidelity prototypes showcasing visual elements such as color, typography, and icons that align with the project's goals. Incorporated a style guide to ensure design consistency and scalability. [Link to project](#)

#### UX/UI Designer | Beauty Expert App

- Defined user needs and goals through user interviews and surveys, and created personas, customer journey maps and sitemaps.
- Designed high-fidelity screens, multiple prototype iterations and a style guide, refined through usability tests. [Link to project](#)

#### UX Designer | Language Learning App

- Conducted user research including competitive analysis, user interviews, and surveys to gather data and develop personas.

### WORK EXPERIENCE

#### Freelance UX/UI Designer

📅 Dec 2023 - Present

- Redesigned Yachtitude's website, boosting customer engagement by 10%.
- Created a single-page web app for the Chingu Voyage project, enabling users to explore dinosaurs. [Link to project](#)

#### Freelance Architect

📅 Jun 2020 - Oct 2021

- Exceeded client expectations by timely completion of three interior projects through user feedback and project management.

#### Urban Planning Intern | Labsimurb

📅 Apr 2019 - Dec 2019 📍 Milan, Italy

- Implemented a 100 km sustainable bike path in south Milan, enhancing mobility and accessibility.

#### Architect | Jahannama Architects

📅 Jan 2015 - Jul 2017 📍 Isfahan, Iran

- Contributed in the entire design process of residential projects, creating detailed drawings within a cross-functional team.