



Farzaneh Falakrou

UX/UI Designer

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SKILLS

Project Management User Research
Information Architecture Creativity
Collaboration Wireframe & Prototype
Usability testing Data Analysis
Design Systems UI/ Visual Design

TOOLS

Figma, Miro, Adobe Creative Suite,
HTML5 + CSS

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

LANGUAGE SKILLS

English: Fluent
Italian: Intermediate
Persian: Mother tongue
German: Elementary

SUMMARY

UX/UI Designer with 5+ years of design experience, blending creativity and analytics to craft user-centric solutions. Proven in solving diverse design challenges across projects of all scales.

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 from low to 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

- Consulted for the website redesign of Yachtitude company for rebranding and style guide, resulting in a 10% increase in customer engagement and user satisfaction.
- Created a single-page web app for the Chingu Voyage project, enabling users to explore dinosaurs with a user-friendly interface.

Freelance Architect

📅 Jun 2020 – Oct 2021

- Exceeded client expectations by timely completion of three interior projects through user feedback and project management.
- Enhanced residential space with 3D modeling, achieving 15% more usable space

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.