



# Farzaneh Falakrou

## UX/UI Designer

📍 Berlin, Germany  
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### SOFT SKILLS

User research   Competitive analysis  
Information Architecture   User Flows  
Personas   Wireframing   Prototyping  
Usability testing   Data Analysis  
Design Systems   UI/ Visual Design

### DIGITAL SKILLS

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

Germany: Elementary

### SUMMARY

UX/UI Designer based in Berlin with over 5 years of experience in architecture and urban planning, offering a unique blend of creativity and analytical thinking to create user-centric solutions. Demonstrated ability to translate complex design challenges into practical solutions through my involvement in projects of varying 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 and user flows.
- Created the Lo-Fi wireframes and prototypes, and conducted usability tests to assess their effectiveness.

### WORK EXPERIENCE

#### Freelance Architect

📅 Jun 2020 – Oct 2021

- Exceeded client expectations by timely completion of three interior projects through user feedback and project management.
- Optimized limited residential space, meeting client preferences with 3D modeling for detailed layouts, resulting in a 15% increase in usable space through strategic furniture placement.

#### Urban Planning Intern | Labsimurb

📅 Apr 2019 – Dec 2019   📍 Milan, Italy

- Implemented a 100 km sustainable bike path in south Milan, enhancing mobility and accessibility.
- Analysed environmental, social, and infrastructural vulnerabilities in Milan, that led to the implementation of sustainable solutions.

#### Architect | Jahannama Architects

📅 Jan 2015 – Jul 2017   📍 Isfahan, Iran

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