

# Farzaneh Falakrou

## UX/UI Designer

### CONTACTS

📍 Berlin, Germany  
✉ [farzaneh.falakrou@gmail.com](mailto:farzaneh.falakrou@gmail.com)  
🌐 [farzaneh-falakrou](https://www.linkedin.com/in/farzaneh-falakrou)  
📄 [behance.net/farzanehfalakrou](https://www.behance.net/farzanehfalakrou)

### SKILLS

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

### TOOLS

Figma  
Adobe XD  
Miro  
Photoshop  
InDesign  
Illustrator

### EDUCATION

UI Specialisation Course | CareerFoundry  
📅 Sep 2023- Nov 2023

UX Design Certification | CareerFoundry  
📅 Dec 2022 - Sep 2023

MSc in Urban Planning & Policy Design |  
Politecnico di Milano  
📅 2017 -2020 📍 Milan, Italy

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

### LANGUAGES

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

### CERTIFICATES

UX/UI Design Spec. | Coursera

Project Management Spec. | Coursera

### SUMMARY

UX/UI designer 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 wireframes and prototypes, showcasing visual elements including color, typography, icons that align with the project goal. [Link to project](#)

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

- Defined user needs and goals through user interviews and surveys, and developed personas, customer journey maps and sitemaps.
- Designed from low to high-fidelity screens, multiple prototype iterations and a style guide, refined through usability and preference 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, conducted usability tests.

### PROFESSIONAL EXPERIENCE

#### Freelance Architect

📅 Jun 2020 – Oct 2021

- Minimized design alterations by selecting precise materials, streamlining construction, and reducing costs.
- Exceeded client expectations by timely completing three interior projects through clear project plan, user feedback, and effective 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, promoting eco-friendly mobility and addressing accessibility issues.
- Analysed environmental, social, and infrastructural vulnerabilities in Milan, informing strategic urban planning decisions that led to the implementation of resilient and sustainable solutions for a safer urban environment.
- Incorporated co-creation into urban planning by engaging stakeholders through digital platforms, resulting in more community-driven plans that addressed unique needs and enhanced overall livability.

#### Architect | Jahannama Architects

📅 Jan 2015 – Jul 2017 📍 Isfahan, Iran

- Optimized energy usage in an industrial setting by implementing energy-efficient design, incorporating smart technologies. Achieved a 13% reduction in energy consumption, leading to operational cost savings.
- Contributed in the entire design process of residential projects, creating detailed drawings and specifications within a cross-functional team.
- Confronted with diverse client preferences for a luxury residential project, detailed mood boards were developed, resulting in a 20% reduction in design revision cycles and achieving swift client approval.