

Farzaneh Falakrou

Experience Designer

CONTACTS

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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
Miro
Photoshop
InDesign
Illustrator
HTML5 +CSS

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

Associate Experience 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 prototypes, showcasing visual elements including color, typography, icons that align with the project goal. Incorporated a style guide to ensure design consistency & scalability. [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.
- Developed and tested an AI-powered try on feature, achieving an average user satisfaction score of 6 out of 7. [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 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 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

- 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.