



Soheil Hemmasi

UI/UX Designer

Date of birth: 1985/03/06

Marital Status: Married

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Location: Austria - Linz

Profile Summary

Established UI/UX designer with over 10 years of experience in conducting user research, developing, and implementing data-driven and user-oriented UX solutions and user journeys. Collaborated with teams of 25-15 people across technology, business and design departments and developers. I was involved in web and mobile products in a variety of industries and work with large companies. I'm passionate about building & designing delightful experiences with the combination of business, marketing, and UX/UI design to make customers and users satisfied when they're using products and services online.

Work Experience

- Lead UI/UX designer at Golrang System

October 2020 - July 2022

Tasks and Achievements :

- Managing a team of 10 UI/UX designers for design and implementing SaaS products.
- Design UX functionality and user interface of payment application (Android and iOS) for Iran's biggest chain stores and conduct usability and AB tests for best result.
- Design an ecommerce desktop and mobile versions website (Okala.com) including mood brands, UI elements and templates for a variety of conditions in multi-phase design sprint.
- Responsible for user research, UI design, visual design, prototype and wireframing, usability test, user flow mapping and overall user experience for apps and web application.
- Redesign of UX process and UI designing hiring website of Golrang industrial group.

- Senior UI/UX Designer at Rahyab Rayan Farda

June 2016 - October 2020

Tasks and Achievements :

- UX research, Create storyboards and personas per users and incorporate them into design decisions.
- Cooperating with developers in the design of the UI and UX of the internal portal dashboard of the Ayandeh bank. UI design of bank's Android POS devices.
- Responsible for user research, prototype and wireframing, usability test and UX competitive analysis of food order app.
- Developed a data-driven and user-focused UX for more than 3 apps. Research user interactions and conducted a series of usability tests to determine the optimum user interface design.
- Spearheaded communication with UX director, program manager, research and development managers to successfully complete the designs.

- Graphic Designer, Web and UI/UX Designer at Mosallas Design

February 2008 - June 2016

Tasks and Achievements :

- Responsible for UX decisions for solutions and UI design for exchange website project.
- Optimizing the user journey on a customer's website by using WordPress.
- Creating print magazine layout and brand identity assets, as well as spearheading website experience improvement.
- Developed over 20 prototypes for websites and converted it to code and redesign them based on analytics data.
- Design posters, catalogs and advertisement material.

- Freelancer web designer at IICIC Company

May 2015 - January 2019

Tasks and Achievements :

- Design and implement desktop and mobile versions of more than 10 conference websites.
- Achieved %98 user approval rating of the redesign of events websites.
- Making fundamental changes in the process of online registering participants in conferences.

Skills

HTML5, Css3, scss, JavaScript, ReactJS, Wordpress, User Research, User Test, Define Personas, Lo-fi and Hi-fi Design, Wireframe and Prototype, Design Mockups, Design Systems, Design Guidelines Social Media Design, Graphic Design, Experience in design digital products and SaaS products, Android and iOS app design, Design e-commerce websites and apps, working in an agile/scrum, Website analytics, AB-testing, Usability test

Tools

Figma, Adobe XD, Adobe photoshop Adobe illustrator, Adobe InDesign Adobe Creative Suite trello, Microsoft Azure Google Analytics, GitHub

Personality

Flexible, Honest, Loyal, Self-motivate Team Player, Cumminicative Detail Oriented, Problem solving

Language

English

Reading Level	Professional
Writing Level	Professional
Speaking Level	Fluent
Listening Level	Professional

Education

Bachelor in Computer Software Technology Engineering

Certificate

Foundations of User Experience (UX) Design

Institute: Coursera

Start the UX Design Process: Empathize, Define, and Ideate

Institute: Coursera