Soheil Hemmasi
UI/UX Designer

Date of birth: 06/03/1985
Marital Status: Married

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Profile Summary

Established 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 15-25 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. Passionate about making products with a result-driven and process-centric approach with Cross-functional teams and tight sprints.

Work Experience

FULL TIME
October 2020
July 2022

Senior UI/UX Designer at Golrang System

- Build rapid prototypes and Design lo-fi & hi-fi prototypes to help validate the experiences through user testing and create user journeys, personas and present them to the other designers, partners and developers.
- Planning and conducting UX research through different methods like ethnography/observation, interviews, surveys, card sorting.
- Redesigned website, dashboard, application and survey screens in accordance with brand guidelines. Convert prototype to code.
- Working in an agile/scrum development process.

FULL TIME
June 2016
October 2020

UI/UX Designer and Web Designer at Rahyabrayan Farda

- UX research, Create storyboards and personas per users and incorporated them into design decisions.
- UI Designs for web applications and web sites. Graphic Design.
- Wireframe design and prototype of website and mobile application.
- Working in an agile/scrum development process.

FULL TIME
February 2008
June 2016

Graphic Designer and Web Designer at Mosallas Design

- Developing and maintaining design system components (e.g. icons, user-flows, style guides).
- Optimizing the customer journey on their website using WordPress.
- Creating media and advertisement material.
- Web Site & Application Design (UI/UX), Social Media Design, Photography. Template Design.

Certificates

javascript
Institute: Solo Learn / Octobre 2020

Foundations of User Experience (UX) Design
Institute: Coursera

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

Education

Bachelor in Computer Science
Branch: Software
Institute/University: Iranian University

Skills

HTML5, Css3, Javascript, React JS Wordpress, Joomla CMS, Sharepoint User Research, User Test , Define Personas, Interaction Design, Low-fidelity Design, Wireframing, Interactive Prototype, Design Systems, Design Guidelines, Social Media Design, Graphic Design, Visual Design, Experience in design digital products and SaaS products, Design e-commerce websites, working in an agile/scrum, website analytics, AB-testing

Tools

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

Languages

English

Reading Level	●●●●●
Writing Level	●●●○○
Speaking Level	●●●●○
Listening Level	●●●●○

Personality

Flexible
Honest
Technologic
Loyal
Self Starter
Team Player
Cumminicative
Detail Oriented

Social Network

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