



## Soheil Hemmasi

Senior UI/UX Designer

DoB: 1985-03-06

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📍 Vienna, Austria

### Skills

Wireframing

Prototyping

Figma

Adobe XD

Adobe photoshop

Adobe Illustrator

User research

Design Systems

Usability Testing

HTML 5

Css 3

### Education

#### Bachelor of Computer Software Technology Engineering

Institute/University: Iranian University

Tehran, Iran

2018 - 2020

### Language

English : C1

Professional working proficiency

German : A2

In progress

### Soft Skills

Team player

Communicative

Detail-oriented

Problem-solver

Adaptable

### Social Network



soheilhemmasi



### Profile Summary

Senior UI/UX Designer with 10+ years of experience in designing and delivering user-centric digital products. Skilled in conducting UX research, and building scalable design systems for SaaS, e-commerce, and mobile apps. Strong ability to align business goals with user needs to create impactful experiences.



### Work Experience

#### Senior UI/UX Designer

Papyrus Software

Vienna, Austria

January 2023 - Present

##### Tasks and Achievements

- Redesigned multiple software modules with a strong focus on usability and accessibility.
- Responsible of full UI/UX redesign of the Report Management App, including dashboard design, improving ease of use and user adoption.
- Redesigned the Timeline Management module for better user workflow and clarity.
- Alignment color palette and color picker across all software products.
- Designed custom icons and improved CSS styling to enhance UI consistency and performance.

#### Senior UI/UX Designer

Golrang System

Tehran, Iran

October 2020 - July 2022

##### Tasks and Achievements

- Designed and tested payment applications (Android & iOS) for Iran's largest retail chain.
- Designed Okala.com e-commerce platform (desktop & mobile), delivering scalable UI components and design guidelines.
- Improved hiring platform UX, resulting in faster user on boarding.

#### UI/UX Designer

Rahyab Rayan Farda

Tehran, Iran

June 2016 - October 2020

##### Tasks and Achievements

- Conducted UX research, personas, and usability tests for financial and food delivery apps.
- Designed internal banking dashboards and Android POS device interfaces for Ayandeh Bank.
- Optimized usability for 3+ apps, improving task completion rates and user satisfaction.

#### Web Designer & Graphic Designer

Mosallas Design

Tehran, Iran

February 2008 - June 2016

##### Tasks and Achievements

- Designed and optimized user journeys for exchange and e-commerce websites.
- Developed 20+ website prototypes, improving conversion rates via analytics-driven redesigns.
- Delivered branding, marketing assets, and WordPress solutions for clients.



### Certificates

#### Conduct UX Research and Test Early Concepts

Institute: Coursera

Link: <https://www.coursera.org/account/accomplishments/certificate/7495CUC8MUS8>

#### Build Wireframes and Low-Fidelity Prototypes

Institute: Coursera

Link: <https://www.coursera.org/account/accomplishments/certificate/JJK9DQ7W4ZKF>

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

Institute: Coursera

Link: <https://www.coursera.org/account/accomplishments/certificate/FATEQ4GK39N3>

#### Foundations of User Experience (UX) Design

Institute: Coursera

Link: <https://www.coursera.org/account/accomplishments/certificate/CENMDPAP5ESL>