Soheil Hemmasi
UI/UX Designer

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

✉ s.hemasi63@gmail.com
📱 004367764735819
🌐 https://hemasi63.github.io/soheilportfolio
📍 Austria - Linz

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

Lead UI/UX Designer at Golrang System

- Lead ideation, concept explorations, digital strategy definition and solution execution for digital services and products across channels and services.
- Create interaction strategies, developing navigation and flow, designing wireframes and interactive prototypes, organizing content and advocating for the needs and goals of real users.
- Redesigned website, dashboard, application and survey screens in accordance with brand guidelines.
- Developing personas and usage scenarios, Conducting usability test.
- Working in an agile/scrum development process.

FULL TIME
June 2016
October 2020

Senior UI/UX Designer and Web Designer at Rahyabrayan

- Lead UI/UX design, in a 6 people team by creating concepts, visual mockups and specifications and representing designs to product team.
- Spearheaded communication with UX director, program manager, researchers and development managers to successfully complete the designs.
- UX research, Create storyboards and personas per users and incorporated them into design decisions.
- UI designs for bank applications and web sites and POS devices.
- Design wireframe and intractive prototypes.

FULL TIME
February 2008
June 2016

Graphic Designer and Web Designer at Mosallas Design

- Accelerated design execution by integrating feedback mechanisms.
- Optimizing the customer journey on their website using WordPress.
- Design posters, catalogs and advertisement material.
- Web Site & Application Design, Social Media 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 Software Technology Engineering
Institute/University: Iranian University

Skills

HTML5, Css3, Javascript, React JS Wordpress, User Research, User Test Define Personas, Low-fidelity Design, Wireframing, Interactive Prototype, Design Systems, Design Guidelines, Social Media Design, Graphic Design, Experience in design digital products and SaaS products, Design e-commerce websites and apps, 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
Problem solving

Social Network

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