



Soheil Hemmasi

UI/UX Designer

Date of birth: 06/03/1985

Marital Status: Married

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🌐 <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 Persistent Systems digital services and products across channels and services
- Create interaction strategies that helped, developing navigation and flow, designing wireframes and interactive prototypes, organizing content and advocating for the needs and goals of real users. Conceive, plan and lead the development of high-end, useful digital products.
- 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

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.
- Wireframe design and prototype of website and mobile application.

FULL TIME

February 2008
June 2016

Graphic Designer and Web Designer at Mosallas Design

- Accelerated design execution by integrating feedback mechanisms, defining best design principles and creating a visual library.
- Collaborate with UX Director, Program, Development Manager and other stakeholders to successfully complete designs.
- 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

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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, 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
Problem solving

Social Network

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🌐 Portfolio