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 sohed 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