



# 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 produces.
- 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, defending 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

### 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, 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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SoheilHemmasi

soheil hemmasi

Portfolio