



## Soheil Hemmasi

Senior UI/UX Designer

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📍 Vienna, Austria

### Skills

Wireframing Prototyping User research Design Systems

Usability Testing Figma Adobe XD Adobe photoshop

Adobe Illustrator 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

High attention to detail in scalable design systems  
Cross-functional collaboration with developers & product owners  
User-centered mindset with focus on usability & accessibility  
Strong problem-solving  
Clear communication & stakeholder presentation  
Adaptability to new tools, workflows & multicultural teams

### 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.
- Full redesign of the Report Management App, improving ease of use and adoption rates.
- Redesigned Timeline Management module for optimized workflows and clarity.
- Standardized color palettes and UI elements across products for brand consistency.
- Created custom icons and improved CSS styling to enhance usability and performance.
- Conducted and structured UX research initiatives, to support data-driven design decisions.

#### Senior UI/UX Designer

Golrang System  
Tehran, Iran  
October 2020 - July 2022

##### Tasks and Achievements

- Designed and tested payment apps (iOS & Android) for Iran's largest retail chain.
- Developed scalable UI components and design guidelines for Okala.com e-commerce platform.
- Enhanced hiring platform UX, reducing onboarding time and improving usability.

#### UI/UX Designer

Rahyab Rayan Farda  
Tehran, Iran  
June 2016 - October 2020

##### Tasks and Achievements

- Conducted UX research, personas, and usability testing for finance and food delivery apps.
- Designed dashboards and 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

- Created and optimized user journeys for e-commerce and exchange websites.
- Delivered 20+ prototypes with analytics-driven improvements to increase conversion rates.
- Produced 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>