Soheil Hemmasi
UI/UX Designer

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

Email: s.hemasi63@gmail.com
Mobile: +4367764735819
Portfolio: https://hemasi63.github.io/soheilportfolio
Linkedin: soheilhemmasi
Location: Austria - Vienna

Profile Summary

Seasoned UI/UX Designer with over 15 years of experience delivering exceptional digital experiences across diverse industries. Expert in designing and optimizing user interfaces, creating seamless user journeys, and driving product success through user-centric design principles. Proficient in leading end-to-end design processes, including user research, wireframing, prototyping, and usability testing. Adept at collaborating with stakeholders, developers, and product teams to align design strategies with business goals.

Work Experience

- Senior UI/UX designer at Papyrus Software
Jan 2023 - Present (Vienna - Austria)

Tasks and Achievements :
- Redesign of applications, including report management and timeline apps, ensuring an intuitive and user-centered interface.
- Designed icons and visual elements to enhance usability and align with brand identity.
- Conducted user research to refine workflows and improve overall user experience.
- Collaborated with cross-functional teams, including developers and product managers, to deliver high-quality designs on time.

- Senior UI/UX designer at Golrang System
October 2020 - July 2022 (Tehran - Iran)

Tasks and Achievements :
- 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 (Tehran - Iran)

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 (Tehran - Iran)

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 and advertisement material.

Technical Skills

- Typography, color theory, grid systems, and visual hierarchy.
- Responsive and adaptive design principles.
- Creating interactive prototypes to simulate user experiences.
- User research and persona development.
- User journey mapping.
- Usability testing and heuristic evaluation.
- HTML, CSS, and JavaScript

Tools

Figma, Adobe XD, Adobe photoshop
Adobe illustrator, Adobe InDesign ,trello
Microsoft Azure

Soft Skills

Collaboration, problem-solving, time management.

Language

English

Reading Level	Professional
Writing Level	Professional
Speaking Level	Professional
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

Build Wireframes and Low-Fidelity Prototypes
Institute: Coursera