



Soheil Hemmasi

Senior UI/UX Designer

✉ s.hemasi63@gmail.com
☎ (+43)67764735819
🌐 hemasi63.github.io/soheilportfolio/
📍 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.

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>