

PARIA AGHARABI

UX/UI Designer

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CAREER OBJECTIVE

- Committed to creating innovative, user-centered designs that drive business results and exceed user expectations.

EXPERIENCES

AGARTEE Technology Inc.

UX/UI Designer

📅 Feb. 2023 – Present 🗺 Vancouver, Canada

- Unify UI/UX Design & Development:** Develop a scalable design system based on atomic design principles, doubling my workflow efficiency and reducing software engineers time by **85%**.
- User-Centered Design & Research:** Conduct extensive user research, including observational studies of nurses, surveys of pharmacists, and structured interviews.
- Data-Driven Design & Optimization:** Design and iteratively refine the patient data management application based on user feedback and data analysis, resulting in a significant **65%** increase in user satisfaction (from 4.1 to 6.8 out of 5).

PROCECO Ltd.

Sales Op. and Marketing Coordinator

📅 Dec. 2021 – Nov. 2022 🗺 Montreal, Canada

- Cross-Functional Collaboration:** Collaborated closely with cross-functional teams to align marketing initiatives with company objectives, ensuring strategic alignment.
- Marketing & Sales Task Management:** Efficiently managed marketing and sales tasks using a suite of tools including Salesforce, Pardot, Seamless AI, and SemRush.
- Sales Growth:** Resulted in a **87%** increase in sales rate.

RE/MAX ACTION.

Real Estate Marketer

📅 May. 2021 – Dec. 2021 🗺 Montreal, Canada

- Property Data Management:** Maintained the accuracy and accessibility of property information in the company database, ensuring data integrity for the team.
- Contract Management:** Prepared and managed lease and sale contracts for residential and commercial properties.

ATHENA ICT

UX Designer/ Content Management

📅 Jun. 2008 – Sep. 2013 🗺 Tehran, Iran

- Collaborated with cross-functional teams to design and develop a user-friendly web application for partner relationship management.
- Streamlined workflows and improved user experience.
- Designed a new onboarding experience that achieved an **85%** completion rate, and used by B2B clients for marketing purposes.

SKILLS

User Research
User personas and User journey mapping
Wireframing and Prototyping
Design System Accessibility
Interaction Design
Visual Design Usability Testing
Responsive Designs Design Thinking
HTML5/ CSS/ JavaScript

TOOLS

Figma Axure RP Asana Notion
Salesforce

EDUCATION

PGDip in Ecommerce

📅 2020 🗺 HEC Montreal

B.E in Business Administration

📅 2015

A.S in Computer Science

📅 2006

CERTIFICATIONS

- Google UX Design
- Meta Front-End Developer
- HTML, CSS, and Javascript for Web Developers

ACADEMIC PROJECTS

Héma-Québec: Redesigned the homepage of Héma-Québec's website and mobile app using Axure RP **UX project with Axure RP**, resulting in a more user-friendly and attractive interface to motivate people to donate blood.

Dermadry: Analyzed the user experience of the Dermadry company website, identified positive and negative aspects, and developed a new user interface structure and navigation to improve usability and product selection. **UX project with Axure RP.**