

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 through research-driven, accessible, and scalable solutions.

EXPERIENCES

AGARTEE Technology Inc.

UX/UI Designer

Feb. 2023 – Present Vancouver, Canada

- Unify UI/UX Design & Dev Workflow:** Develop a flexible design system using atomic design principles, boosting design efficiency by ~ **35%** and reducing engineers' UI implementation time by ~ **40%**.
- User-Centered Design & Research:** Conduct extensive user research, including observational studies and structured interviews to inform every design decision.
- Data-Driven Design & Optimization:** Design and iteratively refine the patient data management application based on user feedback and data analysis, achieving a **38%** increase in user satisfaction (from 4.1 to 5.7 out of 10).

PROCECO Ltd.

Sales Operations & Marketing Coordinator

Dec. 2021 – Nov. 2022 Montreal, Canada

- Sales Growth:** Enhanced lead nurturing processes in Salesforce, driving an **18%** increase in sales within 6 months.
- Marketing Automation:** Optimized email campaigns using Pardot and SemRush, boosting open rates by **25%**.
- Cross-Functional Alignment:** Collaborated with sales and product teams to align campaigns with business objectives, increasing marketing-qualified leads by **40%**.

RE/MAX ACTION.

Real Estate Marketer

May. 2021 – Dec. 2021 Montreal, Canada

- Property Data Management:** Maintained accurate, up-to-date property listings and databases, ensuring information integrity for the sales team.
- Contract Management:** Prepared and coordinated lease and sale contracts for residential and commercial clients.

ATHENA ICT

Web Application Designer & Content Strategist

Jun. 2008 – Sep. 2013 Tehran, Iran

- Collaborated across product and engineering teams to design user-friendly web apps for partner relationship management.
- Streamlined workflows, improving team efficiency and user satisfaction.
- Designed an onboarding flow that achieved a ~ **70%** completion rate among targeted B2B clients.

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**.