

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

- Developed a scalable design system based on atomic design principles, doubling my workflow efficiency and reducing QA time by **75%**.
- Conducted extensive user research, including observational studies of nurses, surveys of pharmacists, and structured interviews.
- Designed and iteratively refined the patient data management application based on user feedback and data analysis, achieving a **100%** increase in user satisfaction.

PROCECO Ltd.

Sales Op. and Marketing Coordinator

Dec. 2021 – Nov. 2022 Montreal, Canada

- Collaborated with cross-functional teams to align marketing initiatives with company objectives.
- Managed marketing and sales tasks using Salesforce, Pardot, Seamless AI, and SemRush
- Resulted in a **87%** increase in sales rate.

RE/MAX ACTION.

Real Estate Marketer

May. 2021 – Dec. 2021 Montreal, Canada

- Managed and maintained property information in the database, ensuring data integrity and accessibility for the team, prepared and managed lease and sale contracts for residential and commercial properties, ensuring accuracy and compliance with legal requirements.

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
- Accessibility
- Interaction Design
- Visual Design
- Usability Testing
- Responsive Designs
- Design Thinking
- HTML5/ CSS/ JavaScript

TOOLS

- Figma
- Axure RP
- Jira
- Notion

EDUCATION

PGDip in Ecommerce

2020

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.**