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 software engineers time by **100%.**
- **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 85% 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   Asana   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.**