

# 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.**