

# 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

HEC Montreal

### B.E in Business Administration

### A.S in Computer Science

## 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**.