Paria AGHARABI
UI UX Designer | Front-End Developer

@ pariaagharabi@gmail.com   ☐ +1-778-636 8594

in linkedin.com/in/paria-agharabi-06a05b49   ○ github.com/pariaagharabi

⊕ https://pariaagharabi.github.io/

⊕ https://www.kaggle.com/work/code

Results-driven **Front-End Developer and UI UX Designer** with expertise in web development, UI/UX principles, and **SEO**. Proven track record of crafting visually stunning and user-friendly interfaces that drive engagement and conversion. Proficient in HTML5, CSS, JavaScript (ES6+), and modern frameworks like React.js. Skilled in UX tools such as Figma, Adobe XD, and Axure RP. Committed to continuous learning and professional development.

☰ SKILLS

Programming	HTML5, CSS, JavaScript
Frameworks	React.JS, Sass
Database	MySQL
Development Tools	Visual Studio Code, Git, Codepen
UX Tools	Figma, Adobe XD, Axure RP, Wireframing, Prototyping, User Research, Usability Testing
Other	SEO, Excel

💼 PROFESSIONAL EXPERIENCES

Jul. 2023 – Present

AGARTEE Technology Inc., VANCOUVER, CANADA, UI UX Designer
> Conduct user research, process mapping, and user analysis to identify needs and pain points following Human-Centred Design principles.
> Develop customer journey maps to optimize user experience and ensure sleek and easy-to-use interfaces.
> Develop customer journey maps to visualize and optimize the user experience throughout the product lifecycle.

UX | User Research | Process Mapping | User Analysis | Customer Journey Mapping | Usability Testing | Data-Driven Design | Human-Centred Design

Sep. 2022 – Jun. 2023

Freelancer, VANCOUVER, CANADA, WEB/UX Designer
> Conducted UX research, competitive analysis, and implemented UX design strategies in line with visual language principles and Human-Centred Design approach.
> Designed and developed websites, managed social media presence for small businesses, ensuring visually compelling designs and adherence to typography, visual hierarchy, and motion design principles.
> Utilized Google Analytics to track and analyze website performance and user engagement, informing UI improvement opportunities and iterative design decisions.
> Created sleek and easy-to-use user interfaces through the translation of high-level requirements into storyboards, wireframes, mock-ups, and prototypes.
> Established UI practice by conducting interface design testing and iteration to ensure seamless implementation and alignment with business goals.

Web Design | SEO | Content Management | Wix | UI/UX | User Research | Design thinking | Competitive analysis | Sketch | Wireframe | Mockup | Prototyping | Usability Testing | Visual hierarchy | Motion design

Dec. 2021 – Nov. 2022

PROCECO Ltd., MONTREAL, CANADA, Sales Opt and Marketing Coordinator
> Marketing
>> Collaborated with cross-functional teams to align marketing initiatives with company objectives.
>> Recognized market trends and customer needs, exploring new opportunities.
>> Managed marketing and sales tasks using Salesforce, Pardot, Seamless AI, and SemRush.

> Sales operations
>> Monitored and submitted new credit applications in Salesforce.
>> Collected and listed contact information of leads for the sales team.
>> Collaborated with cross-functional teams for smooth and efficient sales processing.

Salesforce | Pardot | Confluence | Seamless AI

May. 2021	RE/MAX ACTION, ONTREAL, CANADA, Real Estate Marketer and Administrative Assistant
Dec. 2021	› Maintained and updated 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.
	› Executed administrative tasks including filing, drafting, and editing documents.

eZmax Synbad Centris tools

Jun. 2008	ATHENA ICT, TEHRAN, IRAN, Web/UX Designer
Sep. 2013	› Designed UX/UI for a partner relationship management web application, providing a user-friendly experience for company representatives.
	› Provided technical support for the company's representatives' web application.
	› Performed Search Engine Optimization (SEO) for the company's main website.
	› Provided content creation service for the company's website.

HTML CSS Web/UX Design Usability Testing Design thinking SEO Interface design testing and iteration
Collaboration with engineering teams

🎓 EDUCATION

2020	D.E.S.S (Microprogram - Postgraduate Diploma (PGDip)) in Electronic Commerce - HEC University, Montreal, Canada
2015	Bachelor in Business Administration - Azad University, Iran
2006	Associate's degree in Computer Science - Azad University, Iran

66 CERTIFICATIONS

Front-End Development	UX Designer	Coursera : Meta Front-End Developer Professional Certificate.
Web Programming	Coursera : HTML, CSS, and Javascript for Web Developers, by Yaakov Chaikin.
Data Analysis	Educative : Python Data Analysis and Visualization, by Tyler Folkman.

💻 ACADEMIC PROJECTS

WEB DESIGN   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.

User Research Sketch Wireframe Mockup Prototyping Wix A/B Testing Usability Testing

WEB ANALYTICS   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 by Axure).

User Research Sketch Wireframe Mockup Prototyping Axure A/B Testing Usability Testing

🌐 LANGUAGES

› English
› French
› Persian

➕ PERSONALITY

› Strong work ethic and positive attitude
› Detail-Oriented
› Autonomous/self-learner
› Motivated to learn and diligent in new areas
› Ability to prioritize
› Adaptable and able to thrive in fast-paced environments