

Paria AGHARABI

UI UX Designer | Front-End Developer

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Collaborative and user-centric **UI/UX Designer with a background in Web development** and a passion for crafting intuitive, data-driven design solutions. Proven experience in developing visually appealing and user-friendly interfaces that drive engagement and conversion. Skilled in design tools like Figma and proficient in HTML, CSS, and JavaScript to develop design systems that ensure consistency and excellence in user experience. Committed to delivering exceptional design experiences that meet business objectives and user needs.

SKILLS

UX Tools	Figma, Axure RP, Wireframing, Sketch, Prototyping, User Research, Usability Testing
Programming	HTML5, CSS, JavaScript
Frameworks	React.JS, Sass
Database	MySQL
Development Tools	Visual Studio Code, Git
Other	SEO, Microsoft Office, Google Analytics, Data Visualization

PROFESSIONAL EXPERIENCES

Jul. 2023 Present	AGARTEE Technology Inc., VANCOUVER, CANADA, UX Designer <ul style="list-style-type: none">> Collaborate with cross-functional teams to conduct user research and interviews to identify user needs, and develop user-centric design solutions.> Develop customer journey maps, user personas, and user flows to optimize the user experience throughout the product lifecycle.> Apply a data-driven approach to define and refine the product experience, integrating user feedback and requirements into ongoing updates. <div>UX Design User Research User Analysis Customer Journey Mapping Usability Testing Data-Driven Design User-Centred Design</div>
Sep. 2022 Jun. 2023	Freelancer, VANCOUVER, CANADA, WEB/UX Designer <ul style="list-style-type: none">> User-Centric Design : Conducted user research and implemented UX design strategies to create user-friendly and visually appealing websites.> Data-Driven Optimization : Utilized Google Analytics to track website performance and user engagement, informing UI improvements and iterative design decisions.> UI Development : Created sleek and easy-to-use interfaces through storyboards, wireframes, mockups, and prototypes, ensuring seamless implementation and alignment with business goals.. <div>Web Design SEO Content Management Wix UI/UX User Research Design thinking Competitive analysis Sketch Wireframe Mockup Prototyping Usability Testing Visual hierarchy Motion design</div>
Dec. 2021 Nov. 2022	PROCECO Ltd., MONTREAL, CANADA, Sales Opt and Marketing Coordinator <ul style="list-style-type: none">> Marketing<ul style="list-style-type: none">> 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<ul style="list-style-type: none">> 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. <div>Salesforce Pardot Confluence Seamless AI</div>

May. 2021 Dec. 2021	RE/MAX ACTION, ONTREAL, CANADA, Real Estate Marketer and Administrative Assistant <ul style="list-style-type: none"> ➤ 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. <div>eZmax Synbad Centris tools</div>
Jun. 2008 Sep. 2013	ATHENA ICT, TEHRAN, IRAN, Web/UX Designer <ul style="list-style-type: none"> ➤ 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. <div>HTML CSS Web/UX Design Usability Testing Design thinking SEO Interface design testing and iteration</div> <div>Collaboration with engineering teams</div>

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

“ 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