

Paria AGHARABI

Front-End Developer | UX Designer

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🌐 https://pariaagharabi.github.io/

🌐 https://www.kaggle.com/work/code

Skilled **Front-End Developer and UX Designer** with a strong understanding of web development, UI/UX principles, and SEO best practices. Experienced in creating visually appealing and user-friendly interfaces. Proficient in HTML, CSS, JavaScript (ES6+), and frameworks like React.js. Strong knowledge of **SEO** tools and strategies. Committed to delivering high-quality results and driving organic traffic growth.

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

Jan. 2023 Present	Freelance Web Developer, , <ul style="list-style-type: none">➤ Conducted UX research, competitive analysis, and implemented UX design strategies.➤ Designed and developed websites, and managed social media presence for small businesses.➤ Utilized Google Analytics to track and analyze website performance and user engagement. <div>Web Design SEO Content Management Wix UI/UX User Research</div>
Dec. 2021 Nov. 2022	PROCECO Ltd., 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, 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, 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 SEO</div>

EDUCATION

2020	D.E.S.S (Microprogram) 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.

[Wireframing](#) [Prototyping](#) [User Research](#) [Wix](#) [A/B 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](#)).

[Wireframing](#) [Prototyping](#) [User Research](#) [Axure](#) [A/B 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