



# PARNIYA SAEEDZADEH

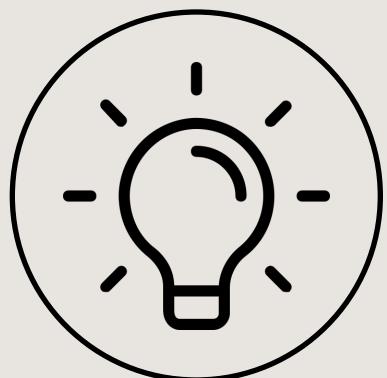
## UX Designer

Milan, Italy

I can introduce myself as a creative person who wants to create innovative products.

Beside my educational background in engineering , my passion about the user's behaviour and interaction between human and computers leads me to have a quite good experience in User-centered Experience Research and Design.

Last but not least, this passion, makes me capable to create lean, meaningful and data driven solutions for communicational issues.



## SKILLS

### TECHNICAL SKILLS

#### Design Tools

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Zeplin

#### Design Skills

Web Design  
Mobile Design  
User-centered Research  
User & Usability Testing  
Sketching  
Prototyping  
Wireframing  
Creating user flows and site map  
User Interview  
Writing user personas and user story

#### Development Skills

HTML 5  
CSS 3  
Bootstrap  
Java script  
JQuery

#### Task Management Tool

ClickUp

#### Additional Tools

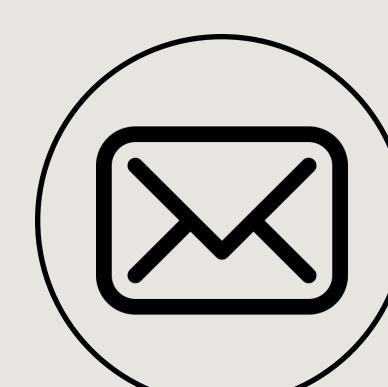
Unity  
Microsoft Offices

### PROFESSIONAL SKILLS

Creative and Critical Thinking  
Conflict Management  
Desicion Making  
Problem Solving  
Teamwork  
Agile framework

### LANGUAGES

Persian - Native  
English - Full professional proficiency  
Italian - Basic



## CONTACT



[Parniyasz1@gmail.com](mailto:Parniyasz1@gmail.com)



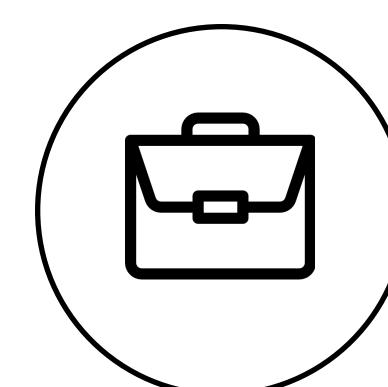
<https://parniyasz.com>



Phone: +393517611099



<https://www.linkedin.com/in/parniya-saeedzadeh-753214174/>



## EXPERIENCES

### VALUEBIN (Milan, IT)

SEP 2022 - PRESENT

UI/UX Designer and Social media manager

- Developed **usability tests** based on **data-driven** approaches
- Redesigning the new version of the app
- Ran surveys with clients
- Collaborated with marketing unit and managing the Facebook business and the campaign

### LOKAFY (Toronto - Canada) Remote from Milan, IT

OCT 2020 - JUL 2022

UI/UX Designer

- Applied the **user-centered** approach through **UX methodologies**, outlining the UX process
- working side by side with operations team for 2 months and conducted **interviews** with many clients and gathering, extracting and analyzing data from them
- applying user-centred research on the data from the clients and **benchmarking** the competitors
- Developed **user and usability tests** based on data-driven approaches
- Created user personas and artboards including **sketches** and **wireframes** following iteration of the design thinking process
- Designed **roadmap** and **site mapping** for building the application
- Proposed high-quality **solutions** by creating high-quality **prototypes**

### PRODUCT FACTORY (Tehran - Iran)

NOV 2019 - FEB 2020

UI/UX Designer

- Developed **user stories**, **user personas**, **user journey map** and **user flows** to validate the best user experiences for creating the product
- Conducted **interviews** with many people
- Created artboards including sketches, wireframes and final pages

### PELAKINO DEPARTMENT (Tehran - Iran)

JUL 2018 - FEB 2020

Graphic Designer

- Worked as a creative graphic designer
- Collaborated with marketing team to integrate the designs with company's branding



## EDUCATION

### POLITECNICO DI MILANO (Mian - Italy)

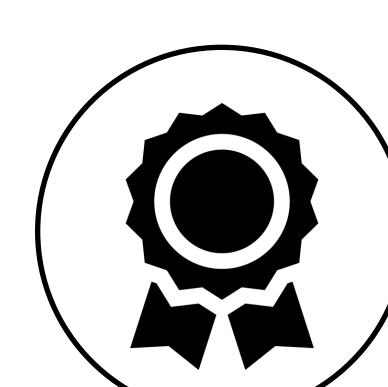
2020 - 2022

Master of science in Telecommunication Engineering

### ALZAHRA UNIVERSITY OF TEHRAN (Tehran - Iran)

2015 - 2019

Bachelor of science in IT Engineering



## CERTIFICATES

### Basic to Advance Adobe Photoshop (Tehran Institute of Technology)

### Html & Css with Dreamweaver (Tehran Institute of Technology)

### Java Script and jQuery and Ajax (Tehran Institute of Technology)

### Responsive Design with Bootstrap, Less&Sass (Tehran Institute of Technology)

### SCJP Java Programming Essentials (Tehran Institute of Technology)

### Teacher Training Course (Attar Language Academy)

### 2018 Humanoid Kid Size league (RoboCup Asia-Pacific)