



PARNIYA SAEEDZADEH

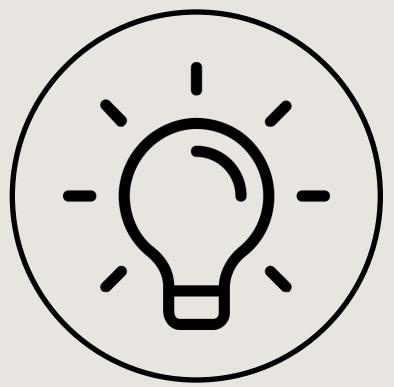
UX Designer

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

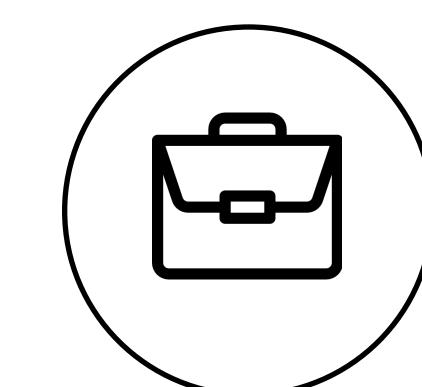
Persian - Native
English - Full professional proficiency
Italian - Basic

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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

● ATTAR INSTITUTE (Tehran - Iran)

SEP 2017 - APR 2019

English Instructor



EDUCATION

● POLITECNICO DI MILANO (Mian - Italy)

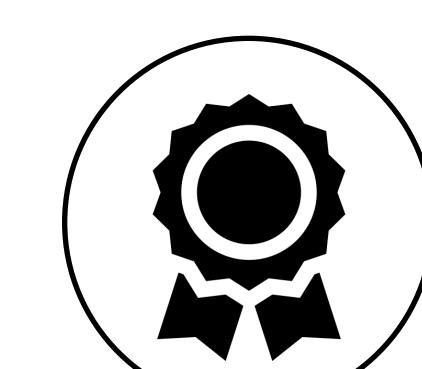
2020 - 2022

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)