



PROFILE

Name: Parniya Saeedzadeh

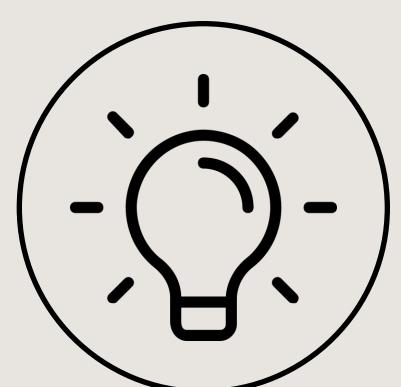
Date of Birth: 08/05/1997

Location: 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 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 communication issues.



SKILLS

TECHNICAL SKILLS

HTML 5

CSS 3

Bootstrap

Java script

JQuery

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Zeplin

Unity

Microsoft Offices

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

Task management tool : ClickUp

PROFESSIONAL SKILLS

Creative and Critical Thinking

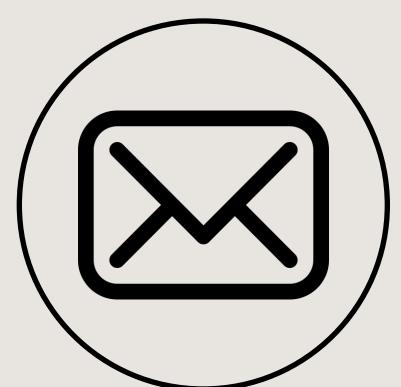
Conflict Management

Decision Making

Problem Solving

Teamwork

Agile framework



CONTACT

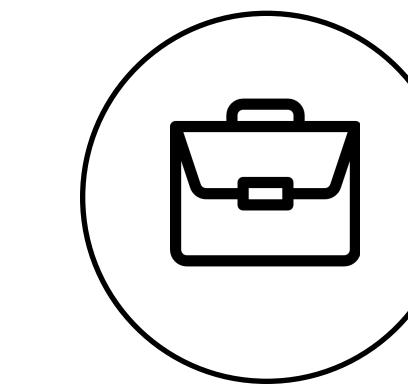
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<https://www.behance.net/parniyasz>



EXPERIENCES

VALUEBIN (Milan, IT)

September 2022 - Present

UI/UX Designer and Social media manager

- Ran usability tests based on data-driven approaches for the new version of the application
- Conducted interview with more than 15 people for the usability testing
- Redesigning the onboarding part of the app
- Collaborated with marketing unit and partly managing the Facebook business

LOKAFY (Toronto - Canada) Remote from Milan, IT

October 2020 - July 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 more than 50 travelers to be more involved with their needs and challenges, gathering, extracting and analyzing data from them for "Travelers Project"
- applying user-centred research on the data from the clients and benchmarking the competitors
- Ran user and usability tests based on data-driven approaches and conducted interview more than 30 people for the usability testing for "Lokafyers Onboarding Project"
- Created more than 100 artboards including sketches and wireframes following iteration of the design thinking process and user personas for Lofayer Onboarding, dashboard and Travelers project
- Created high-quality prototypes

PRODUCT FACTORY (Tehran - Iran)

November 2019 - February 2020

UI/UX Designer

- Developed user stories, user personas, user journey map and user flows to validate the best user experiences for the to-do-list application
- Conducted interviews with more than 15 people to gather data
- Created more than 40 artboards including sketches, wireframes and designed more than 30 pages

PELAKINO DEPARTMENT (Tehran - Iran)

July 2018 - February 2020

Senior Graphic Designer

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

ALZAHRA UNIVERSITY (Tehran - Iran)

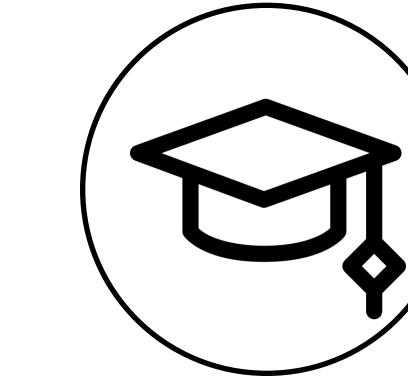
June 2019 - October 2019

IOT Researcher

ATTAR INSTITUTE (Tehran - Iran)

September 2019 - April 2017

English Instructor



EDUCATION

POLITECNICO DI MILANO (Milan - Italy)

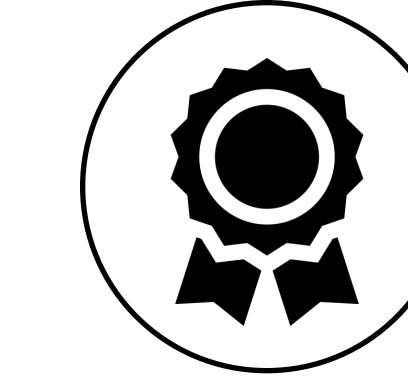
2020 - 2022

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)

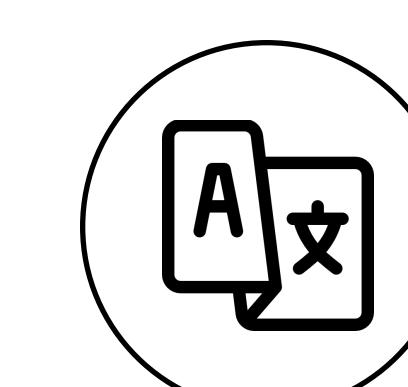
Java Script and jQuery and Ajax (Tehran Institute of Technology)

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)



LANGUAGES

Persian - Native

English - Full professional proficiency

Italian - Basic

Arabic - Basic