



PARNIYA SAEEDZADEH

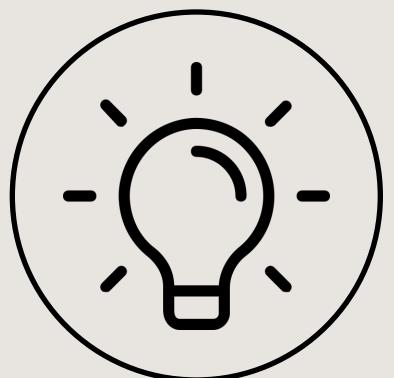
UX Designer

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
Decision Making
Problem Solving
Teamwork
Agile framework

LANGUAGES

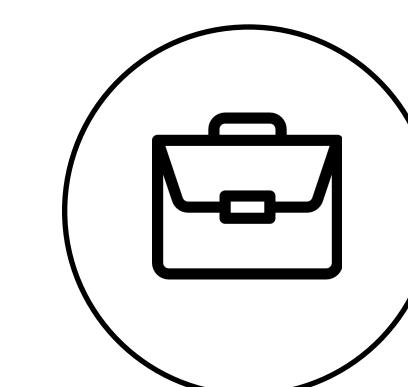
Persian - Native
English - Full professional proficiency
Italian - Basic

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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



EDUCATION

● POLITECNICO DI MILANO (Mian - Italy)

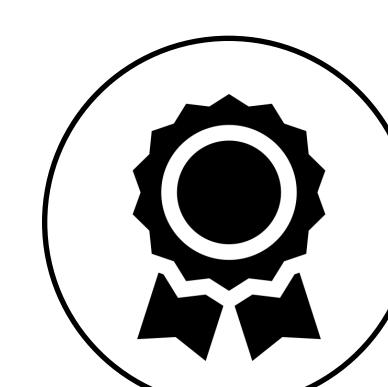
2020 - 2022

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)