

# Bardia Zadeh

Marietta, GA

-Email me on Indeed: <http://www.indeed.com/r/Bardia-Zadeh/913d7add97e9064a>

## Work Experience

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### **Senior Global Digital Web Analytics Manager**

BEZ Management & Marketing Group

February 2018 to Present

- Leveraged expertise in data analysis, process improvement, and operations management to drive growth and success for clients.
- Designed and executed effective marketing strategies, resulting in significant growth in subscribers and followers on social media platforms.
- Developed software and tools to track and analyze user behavior, delivering data-driven insights that informed marketing and design decisions.
- Focused on continuous optimization of digital campaigns, resulting in increased conversion rates and revenue growth for clients while ensuring alignment with business goals and objectives.
- Portfolio included large digital assets, including multiple social media accounts with over 1 million audiences each, Highly successful YouTube channels, High-traffic websites and e-commerce platforms.

### **Senior UX/UI Designer**

Bravo Marketing Digital Solutions - Atlanta, GA.

August 2017 to Present

- Designed and built over 325 custom online projects, including custom websites, mobile apps, e-commerce platforms, and computer software.
- Developed user-friendly interfaces that are both visually appealing and functional, while ensuring a seamless user experience.
- Leveraged my skills in JavaScript, HTML, CSS, and other programming languages to transform concepts into interactive and engaging user interfaces.
- Consistently delivered high-quality, results-driven solutions that exceed user expectations and increase traffic and higher conversion rates.

### **Director of Product Design**

DoorStain LLC, Home Remodeling Solutions - Atlanta, GA

July 2019 to October 2022

- Led the design of multiple high-profile government projects, including projects in the Georgia Capitol Building and Georgia Supreme Court.
- Created innovative solutions that met the unique needs of clients, resulting in streamlined operations and increased efficiency.
- Designed high-quality, custom remodeling and construction solutions, ensuring customer satisfaction and building long-lasting relationships.
- Streamlined operations and optimized processes, resulting in increased efficiency and productivity.
- Leveraged skills in design thinking and project management to drive growth for the company and position it as a leader in the renovation industry.

## **Product Design Engineer**

Micrer LLC - Marietta, GA

March 2013 to April 2019

- Led design and manufacture of high-quality, custom 3D printers, driving increased revenue growth and profitability.
- Presented designs to key clients and provided integration support, delivering top-quality customer service and building long-lasting relationships.
- Utilized expertise in Product Management and User Research to drive the success of the company's product development and delivery processes.
- Optimized production processes and streamlined operations, improving efficiency and productivity and reducing costs.

## Education

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### **Bachelor of Science (B.S.) in Computer Science**

Kennesaw State University - Kennesaw, GA

May 2015 to May 2020

### **High School IB Diploma**

Atlanta International School - Atlanta, GA

2011 to 2015

## Skills

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- Visual Studio Code
- Written and verbal communication
- Google Analytics
- Google Optimize
- Product Management  
Tools: Figma
- Web analytics and data analysis
- UX Research
- Shopify
- CSS
- Bootstrap
- HTML
- User Interface (UI)
- Optimizely
- Web Design
- Slack
- Adobe Photoshop
- Design thinking
- Google Data Studio

- React
- InVision
- Agile methodologies
- User Experience (UX) Design
- jQuery
- Balsamiq
- UX strategy
- Asana
- User Experience Design (UED)
- Cross-functional collaboration
- WordPress
- Front-end development
- Prototyping and design tools
- JavaScript
- Trello
- Sketch
- Adobe Creative Suite
- Graphic Design
- Front End Developer
- Atom
- Java
- HTML5

## Links

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[www.Bardiaa.com](http://www.Bardiaa.com)