

Sara Niasati

UX Designer

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[LinkedIn](#)

[Portfolio](#)

PROFILE

Driven and inquisitive recent graduate holding a Cognitive Systems degree from UBC, with valuable experience as a User Experience Research Assistant. Proficient in creating user-centric designs and adept at identifying behavioral patterns in cognitive agents engaging with technology. Recently accomplished a comprehensive UX Design program at BrainStation. Currently further enhancing skills in creating exceptional user experiences as well as designing and developing intuitive user interfaces.

SKILLS

User Research, User Strategy, Card Sorting, User Flows, Persona Development, Storyboarding, User Journey Mapping, Information Architecture, Interaction Design, Visual Design, UI Design, Wireframing, Prototyping, Responsive Design, A/B Testing, Usability Heuristics, Usability Evaluation, Front-End Development

TOOLS

Figma, Sketch, Adobe InDesign, Adobe XD, InVision, Pitch, Miro, HTML, CSS

EXPERIENCE

Acting Team Leader | YMCA BC

JUN 2023 - Present, VANCOUVER, BC

- Began to lead a team of 5+ staff with administrative, scheduling, and training duties within 6 months of employment.
- Promoted teamwork and ensured effective communication among team members.
- Collaborated with management to improve operational efficiency and member experience.
- Implemented regular check-ins with staff and team members to provide support, address concerns, and follow their career goals.

Member Experience Representative | YMCA BC

JAN 2022 - JUN 2023, VANCOUVER, BC

- Promoted membership and program sales and services while ensuring exemplary customer service
- Ensured member satisfaction and safety by overseeing fitness floor and programming, providing support in program areas, and diffusing conflicts through Non-violent Crisis Intervention methodology.
- Recorded and reported on member satisfaction, interest trends, and activities, and assisted with training new staff and volunteers in procedures and practices.

EDUCATION

BrainStation | Diploma, User Experience Design

SEP 2022 - MAY 2023, VANCOUVER, BC

- Winning Team of Industry Hackathon, [BrainStation X Shopify](#)

University of British Columbia | Bachelor of Science, Cognitive Systems

SEP 2019 - JUL 2022, VANCOUVER, BC

- Teaching Assistant for Research Methods in Cognitive Systems - COGS 303
- 2021-2022 Dean's List

PROJECTS

UX Designer | [Mindful Moda](#)

MAY 2023, BrainStation

- Drove the end-to-end design process of a mobile app, incorporating design thinking methodologies, UX research, agile development practices, and design software for a high-fidelity result.

UX Research Assistant | [Beyond the Bulging Binder](#)

OCT 2022, Sensory Perception & Interaction, Research Group, UBC

- Conducted literature review and user interviews to identify needs and pain points. Developed user requirements and implemented them into low and high-fidelity mock-ups of a mobile app. Analyzed cognitive walkthrough interviews with users to improve interface design.