Sarina Kashanj

sarinaksj@uvic.ca/ sarinaksj.ca / (250) 986-3243/ Victoria, BC

Profile

Passionate and innovative UIUX Designer/ Front-end Developer with a solid foundation in Software Engineering and a current focus on Human-Computer Interaction. Seeking an employment opportunity to leverage expertise in UI/UX design and software development to contribute to a dynamic team. Experienced in conducting user research, defining product vision, and driving innovation through human-centered design thinking.

Highlights

- Extensive experience collaborating with cross-functional teams to develop responsive and visually appealing websites
- Strong background in conducting user research, defining product vision, and translating findings into design solutions
- Skilled in wireframing, prototyping, and presenting design concepts to stakeholders
- Proven track record of managing multiple projects concurrently and delivering high-quality work within tight deadlines.
- Proficient in Adobe XD, Figma, and Illustrator HTML, CSS, JavaScript, Vue.js.

Work Experience

Research Assistant: Visualization of Data on Smartwatch Interfaces
University of Victoria, Victoria BC   *05/2022 - 11/2024*

- Conducted an experimental investigation into the effects of visualization on understanding data displayed on smartwatches for runners.
- Researched user preferences for watch face designs during running activities, focusing on usability and comprehension.
- Designed and implemented various visualizations for key data fields such as speed, distance, and heart rate.
- Analyzed and compared user feedback and performance to identify preferred visualization styles.

Teacher Assistant: Human-Computer Interaction
University of Victoria, Victoria BC   *05/2022 - 08/2024*

- Led 20+ teams in driving innovation through human-centered design thinking methodologies.

- Defined product vision, user requirements, and user stories through interviews, market research, and data analysis.
- Achieved an 81% success rate with teams earning A-grades in the course.
- Authored product strategies and developed product roadmaps for 7 teams each term while maintaining 100% timely proposal delivery rate.
- Spearheaded projects such as a wellness companion robotic device, a safer navigation handlebar device for bikes, and an on-screen device for seeking help in offices.

Front-end Developer

SON, Iran   *04/2017 - 09/2021*

- Collaborated with cross-functional teams to develop responsive and visually appealing websites, ensuring a seamless user experience.
- Conducted user research to identify user needs and pain points and translated findings into actionable design solutions.
- Created wireframes, prototypes, and mock-ups to visualize design concepts and gather feedback from stakeholders.
- Iterated on designs based on user feedback and usability testing results to improve overall user experience.

Education & Training

Master of Computer Science in Human-Computer Interaction

University of Victoria, Victoria, BC   *Graduation Date: 11/2024*

Bachelor of Software Engineering

Azad University of Tehran, Iran   *Graduation Date: 09/2019*

Publications

"Visualizations on Smart Watches while Running: It Actually Helps"
IEEE Visualization and Visual Analytics (VIS)   *2024*

- Awarded **Best Short Paper** for exceptional contribution to research in visualization and human-computer interaction.