

Sayena Einafshar

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Profile

UX Designer | Front-end Developer

Graphic Designer and Product Designer since 2017, pivoted to the tech industry in 2020. Led design team of 3 academic projects, prototyping features for responsive web platforms and native mobile applications. Work experience in front-end development and user interface design of educational WordPress Website since May 2021.

Education

Langara College - Vancouver, BC

09/20 - Present

Post Degree Diploma | Web & Mobile App Design & Development

UAL Central Saint Martins University of Arts - London, UK

09/13 - 05/17

Undergraduate BA | Product Design

UAL Camberwell College of Arts and Design - London, UK

09/12 - 08/13

QCF Foundation | Diploma Art and Design

Skills

User Experience Research

Closed-question Remote Interview | Closed-question Online Survey | Open-question Online Survey | Remote Usability Testing | Remote Accessibility Testing

UX Design

User Persona | UX Blueprint | Information Architecture | Sitemap | User Flow | Affinity Diagram | Customer Journey Map | Rapid Prototyping | Wire-framing

UI Design & Graphics Design

Interaction Design | Visual Design | Typography | Iconography | Illustration | UI Kit | Design System | Mock-ups | Gif Animation | Video Design | Video Editing

Design Tools

Figma | Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD) | InVision | Miro | Asana | Google Drive Suite

Computer Programming Languages

HTML | CSS | SASS | JavaScript | PHP | WordPress | Github | VSCode | Atom

Work History

Langara College - Vancouver, BC

05/21 - Present

Project Assistant at Virtual Learning Support (WordPress Website Development)

- Developed the interface and experience design of 10 responsive WordPress web pages by iterating through wireframes and creating visual design, resulting in dynamic content delivery that adhere to College standards
- Collaborated on CMS development project with back-end developer and PM by utilizing thorough communication skills in critique sessions to solve problems while receiving feedback, resulting in rapid iterations per sprint

Projects	Plantor (Android Native Application) - Vancouver, BC	09/21 - Present
	<i>Lead UI/UX Designer</i>	
	<ul style="list-style-type: none">Developed interaction design of native mobile app during implementation phase by applying best practices and principles of motion in User Experience Design suitable to users mental models, resulting in an advanced user-service experienceCreated components library on visual design specifications by providing technical writing and documentation of component sizes and behaviours on various states, resulting in advanced workflows to collaborate between designers and developers	
	DimpleDesk (Data-Driven Responsive Web App) - Vancouver, BC	05/21 - 08/21
	<i>Lead UX/UI Designer</i>	
	<ul style="list-style-type: none">Created 2 user persona and UX blueprint for data-driven web app during ideation in 4 weeks by conducting market research and competitive analysis to leverage in design thinking process, resulting in building 3 MVP featuresPlanned 12 weeks of design schedule collaboratively with help of Project Manager by aligning work packages with design thinking concepts and business requirements, resulting in on-track progress throughout the project development	
	Tenex (API Integration Progressive Web Application) - Vancouver, BC	01/21 - 04/21
	<i>Lead UX/UI Designer</i>	
	<ul style="list-style-type: none">Created 50+ mock-ups for responsive web app and promotional WordPress website in 10 weeks by documenting UI Kit to work independently on interface design, resulting in modularity and consistency in cross-platform assetsLed 2 junior UI/UX designers from ideation to testing phase by implementing methods of user research and user testing to leverage the analyzed data into metrics for development, resulting in creating intuitive communication platform	
Work cont	ZibOnline Start-up Company - Tehran Iran	12/18 - 03/19
	<i>CRM, Graphic Designer</i>	
	<ul style="list-style-type: none">Collaborated in beta debugging of Android app by creating tickets to communicate customer feedback collected at every assessment call, resulting in releasing 2 software update patches in 4 monthsParticipated in monthly KPI tracking meetings with levels of stakeholders and management team by prioritizing agendas, leading discussion topics and tracking time, resulting in maximized productivity and efficiency	