

# Sayena Einafshar

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## Profile

### UI/UX Designer | Front-end Developer

Graphic Designer and Product Designer since 2017, pivoted to the tech industry in 2020. The lead designer of 3 academic product development projects, prototyping features for responsive web applications and native mobile applications. Work experience in front-end development and interface design of educational 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 Research

Closed-question remote interview | Closed-question online survey | Open-question online survey | Remote usability test | Remote accessibility test

### User Experience Design

User Persona | UX Blueprint | Information Architecture | Sitemap | User task flow | Affinity Diagram | Customer Journey Map | Prototyping (wireframe to mockup)

### User Interface & Graphic Design

Visual Design | Interaction Design | Branding Design | UI Kit | Component Library | Hi-fidelity mockup | Illustration Sketch & execution | Gif Animation | Video Editing

### Design tools

Figma | Adobe Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD) | Invision | Miro | Google Suite

### Coding Languages & Tools

HTML5 | CSS3 | SASS | JavaScript (front-end) | PHP | WordPress | Github | VSCode | Atom

## Work History

### Langara College - Vancouver, BC

05/21 - Present

*Project assistant at Virtual Learning Support (WordPress Website Development)*

- Designed interface of 10 responsive WordPress web pages in 4 months by iterating through wireframe and visual assets via Figma, resulting in dynamic content delivery that adheres to College standards

- Collaborated on WordPress development project by thoroughly communicating the intent and critiquing design decisions while receiving feedback, resulting in enhanced iterations
- Provided administrative support for 4 months by prioritizing tasks, assigning work packages and maintaining tight deadlines, resulting in accomplishing development milestones prior to the designated deadline

**Projects****DimpleDesk (Data-Driven Responsive Web App) - Vancouver, BC****05/21 - 08/21***Lead UX/UI Designer*

- Refined the concept design in 4 weeks by leveraging data collected from user research and competitive analysis to create target user personas and UX blueprint, resulting in the development of a human-centric web application
- Executed cross-platform visual assets by creating inspirational mood boards and sketching iconography and illustrations via Adobe Illustrator & Figma, resulting in cohesive branding of the product

**Tenex (API Integrated Progressive Web Application) - Vancouver, BC****01/21 - 04/21***Lead UX/UI Designer*

- Lead two junior UI/UX designers in 12 weeks by assigning agendas and moderating critique sessions for deliverables per sprint, resulting in maintaining efficiency while meeting deliverable deadlines
- Executed 50+ mockups for responsive web application and promotional WordPress website in 12 weeks by rapid prototyping high-fidelity mockups and documenting UI Kit, resulting in modular and consistent cross-platform assets

**Work cont****ZibOnline Startup Company - Tehran Iran****12/18 - 03/19***CRM, Graphic Designer*

- Participated in Beta debugging of the native app in 4 months by creating tickets based on customer feedback and issues collected at every performance assessment call, resulting in compatible updates
- Organized corporate's marketing campaign for a charity event by designing and distributing promotional products in 7 days, resulting in keeping expenses 30% lower than the primary set budget

**Bold Studio Advertisement Company - Tehran Iran****12/17- 06/18***Graphic Designer, Social Media Content Creator*

- Presented client branding projects during stakeholder meetings by thoroughly communicating the ideation and execution process, resulting in delivery of marketing package in a timely manner
- Organized design team, stakeholder and client meetings by prioritizing and tailoring agendas, leading discussion topics and keeping track of time to maximize productivity and efficiency