Sayena Einafshar

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788 Hamilton Street, Vancouver, BC   V6B 0E9

UI/UX Designer

+1 (604) 715 5343
seinafshar00@mylangara.ca

User Research Skills

Online & In-person Closed-question Interview, Online Closed-question Survey, Remote Usability Test, Online Accessibility Test

User Experience Skills

User Persona, UX Blueprint, IA, Sitemap, Userflow, Affinity Diagram, CJM, Prototyping

Summary of Qualifications

Led the design team of 3 web apps during 12 weeks by planning design schedule from defining to prototyping phase confirmed by the Project Manager, resulted in on-track progress of assigned work packages and efficient delivery

Moderated 15 closed-questions remote interviews and online surveys during the ideation phase of 4 web app projects by analyzing data and prioritizing the severity based on potential users' pain points, resulted in MVP feature lockdown

Designed branding package for 3 web app branding by mood boarding inspirations, sketching and iterating logo designs, logotypes with complimentary typeface and customized colour palette

Graphic Design

Adobe Illustrator, Photoshop, After Effects, InDesign, Premiere Pro, XD, Figma, Invision, Logo Design

Programming Skills

HTML5, CSS3, JavaScript, PHP, SASS, WordPress, GitHub

Academic Achievements

Langara College
Post Degree Diploma Web & Mobile App Design & Development

SEPT 2020 - Present
Vancouver, BC

UAL Central Saint Martins University of Arts
Undergraduate BA Product Design

SEPT 2013 - JUN 2017
London, UK

UAL Central Saint Martins University of Arts
QCF Foundation Diploma Art and Design

SEPT2012 - AUG 2013
London, UK

Professional Functional Skills

Organized stakeholder and client meetings by prioritizing and tailoring agendas, leading discussion topics and keep track of time to maximize productivity and efficiency

Collaborated on client and school projects successfully by thoroughly communicating intent and design decisions behind the concept while receiving feedback for improvement

Professional Projects

DimpleDesk (Data-Driven Responsive Web App)
Lead UX/UI Designer

MAY 2021 - AUG 2021
Vancouver, BC

Developed project concept in 4 weeks by leveraging collected data from user research and competitive analysis to create user personas and UX Blueprint, resulting in a human-centric design

Executed hero image and cross-platform visual assets by creating inspirational moodboards and designing concepts via Adobe Illustrator and Figma, resulting in cohesive branding of the product

Refined the ideation phase of web app in 4 weeks by classifying data via affinity diagram and leveraging the result in Information Architecture, resulting in enhanced user navigation and task flow

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Professional Technical Skills

Prototyped low-fidelity to high-fidelity wireframes of 10 web and mobile app projects by iterating through wireframes, planning iconography and illustrations via Figma, Adobe Illustrator & Photoshop

Developed 10 responsive websites by utilizing HTML5, CSS3, JavaScript (front-end) while maintaining code accessibility for screen readers

Tenex (API Integrated Progressive Web App)   JAN 2021 - APR 2021

Lead UX/UI Designer   Vancouver, BC

- Lead two junior UX/UI designers in 12 weeks by assigning agendas and moderating critique sessions for deliverables per sprint, resulting in maintaining efficiency with on-track delivery
- Executed 50+ mockups for responsive web app and promotional WordPress website in 12 weeks by documenting UI Kit, resulted in modularity and consistency of utilized assets across multi-platforms
- Analyzed quantitative data gained from 2 closed-questions surveys in 7 days by prioritizing the severity of users pain points via affinity diagram, which resulted in MVP feature lockdown

Professional Job Experiences

Langara College   MAY 2021 - Present

Project assistant at Virtual Learning Support   Vancouver, BC

- Redesigned the interface of 10 responsive WordPress web pages in 4 months by iterating through wireframes and designing visual assets via Figma, resulting in dynamic content delivery that adheres to College standards
- Provided administrative support in 4 months by prioritizing tasks, maintaining schedules and presenting concepts to stakeholders, resulting in reaching development milestones prior to the designated deadline

ZibOnline Startup Company   DEC 2018 - MAR 2019

CRM, Lead Graphic Designer   Tehran Iran

- Assisted in Beta de-bugging of native app in 4 months by creating tickets based on customer feedback and issues collected at every performance assessment call, resulted 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   DEC 2017- JUN 2018

Lead Graphic Designer   Tehran Iran

- 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
- Coped with client project deadlines efficiently while executing social media content daily by planning ahead and assigning agendas, resulting in maintaining high-level of distribution and user engagement