

Sayena Einafshar

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Profile

Product/UX Designer | Front-end Developer

Graphic Designer & Product Design BA Graduate, with 2+ years of experience in designing human-centered solutions for tangible and digital products. Led UX/UI team of 3 academic projects, from defining problems to testing and prototyping features for responsive web apps and native mobile apps. Work experience in CMS Front-end Development and User Interface redesign at Langara College.

Education

Post Degree Diploma | Web & Mobile App Design & Development

Langara College - Vancouver, BC

09/20 - Present

Undergraduate BA | Product Design

UAL Central Saint Martins University of Arts - London, UK

09/13 - 05/17

QCF Foundation | Diploma Art and Design

UAL Camberwell College of Arts and Design - London, UK

09/12 - 08/13

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 features careerPlanned 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	
	Bold Studio Advertisement Company - Tehran Iran	12/17- 06/18
	<i>Graphic Designer, Social Media Content Creator</i>	
	<ul style="list-style-type: none">Pitched client branding projects during stakeholder meetings by thoroughly communicating the design decisions and execution processes, resulting in satisfactory delivery of marketing package to clients in a timely mannerOrganized design and development, stakeholder updates and client meetings by prioritizing and tailoring agendas, leading discussion topics and keeping track of time to maximize productivity and efficiency	