

Profile

Product/UX Designer | Front-end Developer

2+ years experience in collaboration & communication with cross-functional teams to create user-centric experience for digital products by translating user goals and business requirements into concept designs

Experience in leading UI/UX team of 3 Web Design, Web & Mobile App projects in agile development environment by applying design thinking process to define problems, ideate solutions and test functional prototypes

Skills

User Experience Research Qualitative Interview | Quantitative Survey Analysis | Remote Usability Testing | Remote Accessibility Testing

UX Design User Persona | UX Blueprint | Information Architecture | Sitemap | Process Flows | Affinity Diagram | Customer Journey Map | Lo-fidelity Wireframe

UI Design & Graphic Design Mockup | Typography | Iconography | Illustration | Interaction Design | Visual Design | UI Kit | Component Library | Gif Animation

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

Computer Coding Languages HTML | CSS | SASS | JavaScript | PHP | WordPress

Education

Langara College | Web & Mobile App Design & Development **09/20 - 12/21**
Post Degree Diploma Vancouver, BC

UAL Central Saint Martins University of Arts | Product Design **09/13 - 05/17**
Undergraduate BA London, UK

UAL Camberwell College of Arts & Design | Art & Design **09/12 - 08/13**
QCF Foundation Diploma London, UK

Work History

Langara College | Responsive WordPress UI Development **05/21 - 12/21**
Project Assistant at Virtual Learning Support Development Vancouver, BC

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

Projects	Plantor Android Native Mobile Application Lead UX/UI Designer	09/21 - 12/21 Vancouver, BC
	<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 UX suitable to users mental models, resulting in an intuitive user-service experience designCreated components library on visual design specifications by providing technical writing and documentation of component behaviors, resulting in advanced workflows to collaborate between designers and developers	
	DimpleDesk Data-Driven Responsive Web Application Lead UX/UI Designer	05/21 - 08/21 Vancouver, BC
	<ul style="list-style-type: none">Designed cohesive cross-platform illustrations for responsive web app by creating moodboards, brainstorming ideas and implementing color palettes via Figma, resulting in designing engaging and descriptive visual designsCreated UX blueprint to lockdown 3 MVP features in 12 weeks by conducting market research and competitive analysis to incorporate into design thinking methodology, resulting in identifying business requirements & project scope	
	Tenex API-Integrated Progressive Web Application Lead UX/UI Designer	01/21 - 04/21 Vancouver, BC
	<ul style="list-style-type: none">Collaborated on prototyping 50+ mockups for responsive web app and promotional WordPress website in 10 weeks by documenting UI Kit and component library, resulting in consistency in cross-platform visual assetsLed UI/UX team from ideation to testing phase by implementing methods of user research & user testing, and utilize the analyzed data as metrics for development, resulting in prototyping an intuitive communication platform	
Work cont'	ZibOnline Start-up Zib Native Mobile Application CRM, Graphic Designer	12/18 - 03/19 Tehran, Iran
	<ul style="list-style-type: none">Collaborated in beta debugging of Android native app by creating tickets to communicate consumers feedback, pain points and goals collected at every assessment call, resulting in releasing 2 updated versions within 4 monthsParticipated in KPI review standup meetings with levels of stakeholders and management team by prioritizing agendas, leading discussion topics and tracking time, resulting in maximized productivity and efficiency per session	