

# Sayena Einafshar

---

## Profile Summary    **Product/UX Designer**

Innovative Product Designer, with 2+ years of experience collaborating with cross-functional teams to communicate and create user-centred solutions for digital products in agile frameworks by leveraging synthetic data gained from methods of user research & user testing in the end-to-end design process.

## Technical Skills

**User Research** | Usability Testing | Accessibility Testing | One-on-one Interviews | Qualitative & Quantitative Survey Analysis

**UX Design** | User Flows | Wireframing | Information Architectures | Affinity Diagrams | Sitemaps | Customer Journey Maps | User Personas | UX Blueprint

**UI Design** | Mockups | Visual Design | Interaction Design | Illustrations | Iconography | Typography | UI Kits | Component Libraries | Design Systems

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

**Coding Languages** | HTML5 | CSS3 | SASS | JavaScript | PHP | WordPress

## Education

**Langara College** | Web & Mobile App Design & Development    09/20 - 12/21  
Post Degree Diploma (Graduated with Distinction - GPA 3.95)    Vancouver, BC

**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 Experience

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

- Collaborated on CMS development with Developer & Project Manager by rapid wireframing and communicating design decisions in standup sprints, resulting in dynamic content delivery that adheres to College standards.
- Developed UI/UX design of VLS educational platform for diverse sets of users by implementing guidelines of accessibility and conducting usability testing for assessment, resulting in inclusive design suitable for business scalability.