Sayena Einafshar

seinafshar00@mylangara.ca

UI/UX Designer

www.linkedin.com/in/einafshar

Skills

User Research
Closed-question remote interview - Closed-question & Open-question online survey - Remote usability test - Remote accessibility test

Moderated interviews and surveys during the ideation phase of 4 web app projects by analyzing quantitative and qualitative data and prioritizing severity based on potential users' pain points, resulted in MVP feature lockdown

User Experience
User Persona - UX Blueprint - Information Architecture - Sitemap - Userflow - Affinity Diagram - Customer Journey Map - Prototyping (wireframe to mockup)

Refined the ideation phase of 3 web apps in 4 weeks by classifying data hierarchy via affinity diagram and leveraging the result in Information Architecture, resulting in enhanced Userflow

User Interface & Graphic Design
Visual Design and Interaction design via Creative Cloud (Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD) - Figma - Invision - Miro

Designed branding for 3 web app projects by mood boarding inspirations, sketching and iterating logo designs, colour palettes and typography (logotypes) for responsive visual design

Project Management
Asana - Trello

Led the UI/UX team of 3 school projects during 12 weeks by elaborately planning the design schedule, approved by the Project Manager, resulted in on-track progress of assigned work packages and efficient delivery

Coding Languages
HTML5 - CSS3 - SASS - JavaScript (front-end) - PHP - WordPress - Github

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

Work

Langara College Vancouver, BC   05/21 - Present
Project assistant at Virtual Learning Support (WordPress Website Development)

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 for 4 months by prioritizing tasks, maintaining schedules and presenting concepts to stakeholders, resulting in reaching development milestones prior to the designated deadline

Collaborated on WordPress development project by thoroughly communicating the intent and critiquing design decisions while receiving feedback, resulting in enhanced iterations

Education

Langara College Vancouver, BC   09/20 - Present

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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

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

Designed 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 tech-enabled application

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

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

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 cross-platform assets

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

Assisted 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, 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 Tehran Iran   12/17- 06/18
Lead 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 stakeholder and client meetings by prioritizing and tailoring agendas, leading discussion topics and keep track of time to maximize productivity and efficiency