

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.

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- Academic Project** **Plantor** | Android Native Mobile Application 09/21 - 12/21
Lead UX/UI Designer Vancouver, BC
- Developed interaction design of Agriculture Android App by applying IxD best practices and principles of motion in UX design suitable to users' mental models, resulting in intuitive user-service experience design & development.
 - Facilitated weekly design standup meetings to critique independent design deliverables by presenting design decisions & consolidating cross-platform assets, resulting in cohesive handoff documentation on visual components.
- DimpleDesk** | Data-Driven Responsive Web Application 05/21 - 08/21
Lead UX/UI Designer Vancouver, BC
- Created impactful user navigation for data visualization platform by creating types of data filtering and prototyping components to optimize the interface design, resulting in easy data accessibility aligned with business & user goals.
 - Moderated in-house usability testing to meet budget constraints by setting a set of tasks while thinking-out-loud & iterating prototypes based on analyzed qualitative data, resulting in improved information hierarchy & copywriting.
- Tenex** | API-Integrated Progressive Web Application 01/21 - 04/21
Lead UX/UI Designer Vancouver, BC
- Led 2 junior UX/UI designers in 12 weeks from ideation to testing by planning and conducting user research & user testing to leverage synthetic data as metrics for development, resulting in an intuitive communication platform.
 - Prototyped 50+ mockups for responsive Web App & Promotional WordPress Website in 12 weeks by assigning work packages individually & consolidating design decisions in teams, resulting in rapid wireframing & efficient handoffs.
- Work Continued** **ZibOnline Start-up** | Zib Native Mobile Application 12/18 - 03/19
CRM, Graphic Designer Tehran, Iran
- Participated in beta debugging of Android Mobile App by creating tickets to communicate users' feedback, pain points and goals collected at employee assessment call, resulting in releasing 2 updated versions of the Software.
 - Organized the corporate's marketing campaign for a charity event in 7 days by designing & distributing in-house promotional handouts, packaging and advertising banners, resulting in a 30% expense reduction of the set budget.