

# Sayena Einafshar

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## Profile Summary UX/UI Product Designer

Innovative UX/UI Product Designer, with 2+ years of experience collaborating with cross-functional teams to create user-centred solutions for digital platforms by translating user needs & business requirements into inclusive design decisions. Experience leading UI/UX team of 3 Website, Web & Mobile App projects in Agile framework by leveraging synthetic data gained from methods of user research & testing into an end-to-end design process.

## Technical Skills

**User Research** | Usability Testing | Accessibility Testing | One-to-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 Post Degree Diploma (Graduated with Distinction - GPA 3.95) 09/20 - 12/21 Vancouver, BC

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

**UAL Camberwell College of Arts & Design** | Art & Design QCF Foundation Diploma 09/12 - 08/13 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 educational platform for diverse set 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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<b>Academic Project</b>	<b>Plantor</b>   Android Native Mobile Application Lead UX/UI Designer	09/21 - 12/21 Vancouver, BC
	<ul style="list-style-type: none"><li>• 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 &amp; development.</li><li>• Facilitated weekly design standup meetings to critique independent design deliverables by presenting design decisions &amp; consolidating cross-platform assets, resulting in cohesive handoff documentation on visual components.</li></ul>	
	<b>DimpleDesk</b>   Data-Driven Responsive Web Application Lead UX/UI Designer	05/21 - 08/21 Vancouver, BC
	<ul style="list-style-type: none"><li>• 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 &amp; user goals.</li><li>• Moderated in-house usability testing to meet budget constraints by setting a set of tasks while thinking-out-loud &amp; iterating prototypes based on analyzed qualitative data, resulting in improved information hierarchy &amp; copywriting.</li></ul>	
	<b>Tenex</b>   API-Integrated Progressive Web Application Lead UX/UI Designer	01/21 - 04/21 Vancouver, BC
	<ul style="list-style-type: none"><li>• Led 2 junior UX/UI designers in 12 weeks from ideation to testing by planning and conducting user research &amp; user testing to leverage synthetic data as metrics for development, resulting in an intuitive communication platform.</li><li>• Prototyped 50+ mockups for responsive Web App &amp; Promotional WordPress Website in 12 weeks by assigning work packages individually &amp; consolidating design decisions in teams, resulting in rapid wireframing &amp; efficient handoffs.</li></ul>	
<b>Work Continued</b>	<b>ZibOnline Start-up</b>   Zib Native Mobile Application CRM, Graphic Designer	12/18 - 03/19 Tehran, Iran
	<ul style="list-style-type: none"><li>• 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.</li><li>• Organized the corporate's marketing campaign for a charity event in 7 days by designing &amp; distributing in-house promotional handouts, packaging and advertising banners, resulting in a 30% expense reduction of the set budget.</li></ul>	