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
Project Assistant at Virtual Learning Support Development
05/21 - 12/21
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.

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.