

Sayena Einafshar

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Profile Summary **Product/UX Designer**

Highly-motivated Product Designer, with 2+ years of UX/UI Design experience collaborating with cross-functional teams to deliver user-centred solutions for digital products by translating user & business goals into Design Thinking frameworks. Experience leading UX/UI team of 3 Web & Mobile App Projects in Agile Development with distinctive communication & problem-solving skills.

Technical Skills

User Research | Accessibility Testing | Usability Testing | One-to-one Interviews | Qualitative & Quantitative Survey Analysis | Google Analytics

UX Design | Information Architecture | User Personas | UX Copywriting | Interaction Design | Sitemaps | User Process Flows | Affinity Diagrams | Customer Journey Maps | Prototyping Wireframes

UI Design | Visual Designs | Typography | Iconography | UI Kits | Illustrations | Mockups | Component Libraries | Design Systems | Gif Animations

Design Tools | Figma | Adobe Suite (Illustrator, Photoshop, InDesign, After Effects, Adobe XD, 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 with CMS Developer & Project Manager by communicating design decisions to receive critiques for rapid iterations in standup meetings, resulting in dynamic content delivery that adheres to College standards
- Developed User Interface & Experience Design of Educational Website by implementing guidelines of accessibility and conducting usability testing for assessment, resulting in inclusive design for diverse user demographics

- 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
 - Created components library on UI visual design specifications by providing technical documentation on components & behaviours on various states, resulting in advanced workflows between Designers and levels of colleagues
- 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 updated releases of the updated Software
 - Organized 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 a set budget