Sayena Einafshar

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Profile Summary

Product/UX Designer

Solution-focused UX Designer, with 2+ years of experience collaborating with cross-functional teams to create user-centric experience for digital services by translating user and business goals into inclusive design decisions. Experience leading UX/UI team of 3 Web & Mobile App in Agile design and development process by leveraging methods of user research and user testing into design thinking methodology.

Technical Skills

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

UX Design | User Personas | UX Blueprints | Sitemaps | User Process Flows | Affinity Diagrams | Information Architectures | Customer Journey Maps

UI Design | Mockups | Typography | Iconography | Illustrations | UI Kits | Component Libraries | Interaction Design | Visual Design | 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
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 with the development team by communicating design decisions with Developer & Project Manager in standup meetings, resulting in iterating wireframes for 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.

- Facilitated weekly design standup meetings to critique independant 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 corporate's marketing campaign for charity event in 7 days by designing & distributing in-house promotional handouts, packaging and advertising banners, resulting in 30% expense reduction of set budget.