

Sayena Einafshar

Profile Summary **Product/UX Designer**

Innovative UX/UI 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 an 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 UX/UI 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.