

Sayena Einafshar

788 Hamilton Street
Vancouver, BC
V6B 0E9

UI/UX Designer

+1 (604) 715 5343
seinafshar00@mylangara.ca
www.linkedin.com/in/einafshar

Skills

User Research

Closed-question online & in-person interview - Closed-question & Open-question online survey - Remote online usability test - Remote accessibility test

User Experience

User Persona - UX Blueprint - Information Architecture - Sitemap - Userflow - Affinity Diagram - Customer Journey Map - Prototyping (wireframe to mockup)

User Interface & Graphic Design

Creative Cloud (Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD) - Figma - Invision - Miro

Code

HTML5 - CSS3 - SASS - JavaScript (front-end) - PHP - WordPress - Github

Project Management

Asana - Trello

Work

Langara College Vancouver, BC

May 2021 - Present

Project assistant at Virtual Learning Support (WordPress Website Development)

Redesigned the interface of 10 responsive WordPress web pages in 4 months by iterating through wireframes and designing visual assets via Figma, resulting in dynamic content delivery that adheres to College standards

Provided administrative support for 4 months by prioritizing tasks, maintaining schedules and presenting concepts to stakeholders, resulting in reaching development milestones prior to the designated deadline

Collaborated on development project by thoroughly communicating intent and design decisions while receiving feedback and critique for improvement

Summary of Qualification

Led the UI/UX team of 3 school projects during 12 weeks by elaborately planning the design schedule, approved by the Project Manager, resulted in on-track progress of assigned work packages and efficient delivery

Moderated 15 interviews and surveys during the ideation phase of 4 web app projects by analyzing quantitative and qualitative data and prioritizing severity based on potential users' pain points, resulted in MVP feature lockdown

Designed branding package for 3 web app branding by mood boarding inspirations, sketching and iterating logo designs, logotypes with complimentary typeface and customized colour palette

Education

Langara College Vancouver, BC

Sep 2020 - Present

Post Degree Diploma Web & Mobile App Design & Development

Sayena Einafshar

seinafshar00@mylangara.ca

+1 (604) 715 5343

UAL Central Saint Martins University of Arts London, UK
Undergraduate BA Product Design

Sep 2013 - June 2017

UAL Camberwell College of Arts and Design London, UK
QCF Foundation Diploma Art and Design

Sep 2012 - Aug. 2013

Projects

DimpleDesk (Data-Driven Responsive Web App) Vancouver, BC
Lead UX/UI Designer

May 2021 - Aug. 2021

Developed project concept in 4 weeks by leveraging collected data from user research and competitive analysis to create User Personas and UX Blueprint, resulting in designing a human-centric platform

Executed cross-platform visual assets by creating inspirational moodboards and designing iconography and illustrations via Adobe Illustrator & Figma, resulting in cohesive branding of the product

Refined the ideation phase of the web app in 4 weeks by classifying data hierarchy via affinity diagram and leveraging the result in Information Architecture, resulting in enhanced userflow

Tenex (API Integrated Progressive Web App) Vancouver, BC
Lead UX/UI Designer

Jan. 2021 - Apr. 2021

Lead two junior UX/UI designers in 12 weeks by assigning agendas and moderating critique sessions for deliverables per sprint, resulting in maintaining efficiency with on-track delivery

Executed 50+ mockups for responsive web app and promotional WordPress website in 12 weeks by documenting UI Kit, resulted in modularity and consistency of cross-platform assets

Analyzed quantitative data gained from 2 closed-questions surveys in 7 days by prioritizing severity of users pain points via affinity diagram, resulting in finalizing 4 MVP features

ZibOnline Startup Company Tehran Iran
CRM, Lead Graphic Designer

DEC 2018 - MAR 2019

Assisted in Beta debugging of native app in 4 months by creating tickets based on customer feedback and issues collected at every performance assessment call, resulted in compatible updates

Organized corporate's marketing campaign for a charity event by designing and distributing promotional products in 7 days, resulting in keeping expenses 30% lower than the primary set budget

Bold Studio Advertisement Company Tehran Iran
Lead Graphic Designer, Social Media Content Creator

DEC 2017- JUN 2018

Presented client branding projects during stakeholder meetings by thoroughly communicating the ideation and execution process, resulting in delivery of marketing package in a timely manner

Organized stakeholder and client meetings by prioritizing and tailoring agendas, leading discussion topics and keep track of time to maximize productivity and efficiency