Sayena Einafshar

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Profile

User Experience Designer | Front-end Developer
2+ years of collaboration and communication with innovative groups of colleagues to design concepts, develop and deliver user-focus solutions for digital products. Led 3 UI/UX Design teams during my training at Langara College, from defining problems to testing prototypes for responsive web & mobile development.

Education

Langara College | Web & Mobile App Design & Development   09/20 - 12/21
Post Degree Diploma   Vancouver, BC

UAL 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

Skills

User Experience Research Qualitative Interview | Quantitative Online Survey | Qualitative Online Survey | Remote Usability Test | Remote Accessibility Test

UX Design User Persona | UX Blueprint | Information Architecture | Sitemap | User Flow | Affinity Diagram | Customer Journey Map | Lo-fidelity Wireframe

UI Design & Graphic Design Mockup | Typography | Iconography | Illustration | Interaction Design | Visual Design | UI Kit | Component Library | Gif Animation

Design Tools Figma | Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD, Premiere Pro) | InVision | Miro | Asana | Google Suite

Programming Languages HTML | CSS | SASS | JavaScript | PHP | WordPress

Work History

Langara College | Responsive WordPress UI Development   05/21 - 12/21
Project Assistant at Virtual Learning Support Development   Vancouver, BC

- Developed user interface and experience design of 10 responsive WordPress web pages by iterating through wireframes and creating visual designs, resulting in dynamic content delivery that adheres to College standards
- Collaborated on CMS development project with back-end developer and PM by thoroughly communicating design decisions to solve problems in critique sessions while receiving feedback, resulting in rapid iterations per sprint

Projects	**Plantor**	Android Native Mobile Application	09/21 - 12/21
	Lead UX/UI Designer	Vancouver, BC

- Developed interaction design of native mobile app during implementation phase by applying best practices and principles of motion in UX suitable to users mental models, resulting in an intuitive user-service experience
- Created components library on visual design specifications by providing technical writing and documentation of component behaviours, resulting in advanced workflows to collaborate between designers and developers

	DimpleDesk	Data-Driven Responsive Web Application	05/21 - 08/21
	Lead UX/UI Designer	Vancouver, BC

- Designed cohesive cross-platform illustrations for responsive web app by creating moodboards, brainstorming ideas and implementing colour theories via Figma, resulting in designing engaging and descriptive visual designs
- Created UX blueprint to lockdown 3 MVP features in 12 weeks by conducting market research and competitive analysis to incorporate into design thinking methodology, resulting in identifying business objectives, scope and features

	Tenex	API-Integrated Progressive Web Application	01/21 - 04/21
	Lead UX/UI Designer	Vancouver, BC

- Collaborated on prototyping 50+ mockups for responsive web app and promotional WordPress website in 10 weeks by documenting UI Kit and component library, resulting in consistency in cross-platform visual assets
- Led UI/UX team from ideation to testing phase by implementing methods of user research & user testing, and utilize the analyzed data as metrics for development, resulting in prototyping an intuitive communication platform

Work cont'	**ZibOnline Start-up**	Zib Native Mobile Application	12/18 - 03/19
	CRM, Graphic Designer	Tehran, Iran

- Collaborated in beta debugging of Android native app by creating tickets to communicate consumers feedback, pain points and goals collected at every assessment call, resulting in releasing a software update version in 4 months
- Participated in KPI review standup meetings with levels of stakeholders and management team by prioritizing agendas, leading discussion topics and tracking time, resulting in maximized productivity and efficiency per session