

# STEPHANIE SHAHBAZI

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## SUMMARY

Self-motivated and detail-oriented UX/UI professional with user research and product prototyping experience in all phases of the human-centered design process. Proven success working in a fast-paced cross-functional team setting with the ability to effectively communicate with business partners and all levels of leadership. Graphic design and insight synthesis background is leveraged to create superior user experiences and add immediate value to your team.

## TECHNICAL SKILLS

Figma, Miro, InVision, Adobe XD, Human-Centered Design, Interaction Design, User Interviews, User Decision Mapping, Heuristic Evaluation, Storyboarding, Wireframing, Insight Synthesis, HTML/CSS, Github, Bootstrap, JavaScript, jQuery, Photoshop, InDesign, Illustrator

## PROJECTS

### **Roam Travel App Case Study** | [bit.ly/RoamTravelApp](https://bit.ly/RoamTravelApp)

The main task of this project was to build a mobile app that helps the modern traveler plan their next trip.

- Skills/Tools: Miro, Google Suite, Figma, AdobeXD, Zoom, Otter.ai

### **Unison Mobile App Case Study** | [bit.ly/UnisonMobileApp](https://bit.ly/UnisonMobileApp)

The aim of this case study was to design a mobile app that solves a real need in a person's day-to-day life.

- As part of a group project, I contributed to every part of the design process from the user research/interview plan and research insight synthesis to the creation of a user persona, scenario and storyboard to the paper sketching, wireframing, testing and prototyping.
- Skills/Tools: Miro, Google Suite, Figma, AdobeXD, InVision, Zoom

### **FDA Government Website UI Redesign Case Study** | [bit.ly/FDAredesign](https://bit.ly/FDAredesign)

The goal of this assignment was to redesign a responsive government agency website.

- Skills/Tools: Miro, Google Suite, Figma, AdobeXD, Unsplash, Zoom

### **Non-Profit Website UI Case Study** | [bit.ly/PADVredesign](https://bit.ly/PADVredesign)

The objective of this case study was to redesign a responsive non-profit website.

- Skills/Tools: Google Suite, Miro, Figma, Canva, Otter.ai, UXPressia, Zoom
- For this group project, I contributed to every phase of the design process and led the efforts of creating the desktop wireframes and desktop hi-fidelity prototype.

## EXPERIENCE

### **MEDIA PLANNING SPECIALIST**

Feb 2020 – Present

#### **Messe Frankfurt North America**

Atlanta, GA

- Plan, negotiate and execute domestic and international paid media buys including search, social, display and print.
- Analyze ad performance and report on insights and recommendations.
- Collaborate across a global organization to deliver effective marketing campaigns.
- Maintain and grow strong relationships with media partners and vendors.
- Manage \$300k+ media budgets and actuals, generate purchase orders and confirm vendor payments.

### **GRAPHIC DESIGN & MARKETING SPECIALIST**

Apr 2015 – Jul 2020

#### **Messe Frankfurt North America**

Atlanta, GA

- Created promotional materials for multiple domestic and international trade shows
- Produced content for digital and print media: postcards, ads, banners, signage, brochures, e-cards/newsletters, web, mobile and social.
- Maintained strong relationships with industry partners and vendors.
- Facilitated attendee and exhibitor communications.
- Coordinated and promoted conference programs and events.
- Generated purchase orders and confirmed vendor payments.

### **MARKETING SPECIALIST**

Feb 2012 – Apr 2015

#### **Family First Credit Union**

Hapeville, GA

- Designed and maintained graphics for promotional collateral.
- Increased number of credit cards on file by 15% YoY.
- Coordinated and planned promotional events and conferences.
- Tracked expenditures for \$100k+ marketing budget and examined trends to improve budget efficiency.
- Managed and developed customer relationships by communicating benefits, products, and services.

### **RESEARCH SPECIALIST**

Nov 2010 – Apr 2011

#### **Kimberly Clark**

Roswell, GA

- Instructed four pilot Fortune 500 companies on how to prevent the spread of germs and reduce the costs of absenteeism.
- Extracted insights from 300+ surveys through data analysis to provide better sanitizing products.
- Increased project awareness by creating educational literature for clients that communicated progress and overall program efficacy.

## EDUCATION

### **Certificate, UX/UI Design**

Georgia Tech University, Atlanta, GA

Dec 2021

### **Bachelors of Business Administration, Marketing**

Georgia State University, Atlanta, GA

May 2010