Zahra Farajihormozi
UX/UI Designer

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Experience

Freelancer UX Designer
July 2024- Sep 2024

- I am specifically working on integrating a "Due Date and Reminder for Tasks" feature into the existing To-Do list application. This feature aims to provide users with a seamless way to set due dates and receive timely reminders for their tasks, thereby enhancing their organizational capabilities and overall user experience.

UX Designer at Tehranpars hospital
April 2023 - Sep 2023

- Website
- Working as an UX Researcher on the website. I designed, developed and created prototypes, wireframes, IA, Site map, User needs, User side website and all essential things related to UI/UX. Improved the hospital's online appointment system by conducting usability testing, identifying issues with accessibility. To address this, I designed a prominent, color-coded icon to enhance visibility, resulting in an 18.5% increase in online appointments.

UX Researcher & UI Designer at Sayeh
March 2022 - March 2023

- Website
- Redesigned the UI of the homepage to improve user experience and engagement. Combined with the introduction of the "Celebrities Who Participate in the Donation" feature, this led to a 16% increase in donations within two months.

Projects

onf00tclues Project (University of Bologna)
June 2024- July 2024

- As a UX researcher for this exciting project, I am proud to introduce an innovative mobile application designed for young tourists and adventure seekers exploring Bologna. Our app seamlessly blends interactive gaming with historical exploration, offering an engaging way to discover the city's hidden gems and iconic landmarks.

Education

University of Bologna
2023 - Present

- Master of Science, Digital Humanities and Digital Knowledge

K. N. Toosi University of Technology
2018 - 2023

- Bachelor of Science, Computer Engineering

Skills & Tools

- **UX Research:** Interview, Journey Map, Competitor Analysis, Personas and Empathy Map, Quantitative / Qualitative Research
- **UX Design:** Low-fi / High-fi Wireframing, Information Architecture, User Flow, Task Flow
- **UI Design:** Prototyping, Graphic Design
- **User Testing:** Usability Test, Card Sorting, Diary Study
- **Web Development:** HTML5, CSS, BootStrap, SAAS, JavaScript, XML, JSON
- **Programming Languages & Tools:** SQL, C++, C, Python, GIT, Figma, Adobe XD, Adobe CC, Microsoft Office, Canva
- **Soft Skills:** Communication, Team work, Empathy, Problem Solving, Time Management, Curiosity

Languages

- **Persian**: Native
- **English**: Full Professional Profiency
- **French**: Limited working Proficiency
- **Italian**: Elementary