

Zahra Farajihormozi

UX / UI Designer

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🌐 zahrafarajih.github.io/Zahra-Faraji-Portfolio/

Experience

Freelancer UX Designer

July 2024 - present

- 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.

User Experience 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. Research methods included qualitative interviews and quantitative data analysis.

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

- **UX Research:** User Research, Interview, Journey Map, Competitor Analysis, Empathy Map
- **UX Design:** Low-fi / High-fi Wireframing, Information Architecture, User Flow, Task Flow
- **UI Design:** Prototyping
- **User Testing:** Usability Test, Card Sorting, Diary Study
- **Soft Skills:** Communication, Team work, Empathy, Problem Solving, Time Management, Curiosity

Tools

- Figma
- Webflow
- Adobe XD
- HTML5
- CSS3
- JavaScript (Familiar)
- Git

Languages

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

Certificates

- Introduction to HTML5: [link](#)
- Introduction to CSS3: [link](#)
- Advanced Styling with Responsive Design: [link](#)
- Introduction to Mobile Development: [link](#)
- Version Control: [link](#)
- Programming with JavaScript: [link](#)
- Interactivity with JavaScript: [link](#)
- Data Structure and Algorithm: [link](#)
- Database Design and Basic SQL: [link](#)
- Google: Foundations of User Experience (UX) Design: [link](#)
- Google: Start the UX Design Process: Empathize, Define, and Ideate: [link](#)
- Google: Build Wireframes and Low-Fidelity Prototypes: [link](#)