

SUMMARY

Graduate student in Digital Marketing, specializing in **UI/UX design**. Experience designing websites and mobile apps and has a passion for pursuing a career in UX/UI design. With a keen eye for design, familiar with design tools such as **Figma and Adobe XD**. Knowledgeable about all UI/UX methods and collaborates with other designers to develop new concepts, while organizing and maintaining a scalable design library.

- Experienced in low- and high-fidelity wireframing for web and mobile apps.
- Skilled in creating visually appealing and user-friendly designs.
- Collaborative mindset, user-centric approach.
- Exceptional art and design sense with an eye for detail.

EDUCATION

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|---|-------------|
| • University of Illinois at Chicago – <i>Master of Science in Digital Marketing</i> (GPA: 4) | 2023 |
| • Institute of Technology Development of Tehran, Iran - <i>Interior Design</i> | 2017 |
| • University of Hamedan, Iran - <i>MS. MBA (GPA 3.9)</i> | 2015 |
| • University of Hamedan, Iran - <i>BS. Computer Engineering (GPA 3.8)</i> | 2010 |

EXPERIENCE

Freelancer – Product Designer, Chicago, IL **Mar 2020 – Dec 2023**

- Completed projects which are showcased in my portfolio.

WALLEX – Product Designer, Tehran, IRAN **Dec 2017 – Nov 2020**

- Collaborate with cross-functional teams to create user-friendly and visually appealing digital interfaces.
- Utilize design tools, including Figma and Adobe XD to craft wireframes, prototypes, and high-fidelity mockups.
- Conduct user research and empathy mapping to understand user behavior and pain points, resulting in more effective design solutions.
- Develop personas, user stories, and journey maps to guide design decisions and enhance user experiences.
- Utilize design thinking techniques such as Crazy Eights, How Might We, and Competitive audits to brainstorm innovative solutions.
- Prioritize accessibility at every stage of the design process, ensuring compliance with web accessibility standards.
- Conduct user interviews and usability studies, gathering valuable feedback to refine design solutions.

TAPSI– UX Researcher, Tehran, IRAN **Aug 2015 – Sep 2017**

- Plan and execute user research projects, including usability studies, surveys, and in-depth interviews, to gather insights into user behavior and preferences.
- Utilize a variety of research methodologies to evaluate user satisfaction and the effectiveness of digital products.
- Collaborate closely with cross-functional teams, including designers and product managers, to ensure research findings were integrated into the design and development process.
- Create and maintain user personas and journey maps to help guide product development decisions and improve user empathy.
- Analyze quantitative and qualitative data to identify user pain points, bottlenecks, and opportunities for improvement.
- Participate in user testing sessions, ensuring usability and accessibility were at the forefront of the design process.

SKILLS and CERTIFICATIONS

- **Certifications:** [Coursera - Google Online Courses - User Experience Design, Google Analytics 4](#)
- **Software:** Figma, Sketch, Adobe Creative Suite: Photoshop, Illustrator, Adobe XD
- **Programming:** HTML, CSS, JavaScript
- **Statistical Software:** SPSS, Lisrel, PLS