

In my journey as an expert UX designer, I continually strive for growth and exploration. With a background in cinema and animation, I bring a meticulous eye for detail and precision to my designs. The creation of documentary films has honed my exceptional ability to engage, communicate, and actively listen, enabling effective research and collaboration. I firmly believe that every challenge presents an opportunity for personal and professional growth. Embracing innovative ideas and feedback, I actively seek knowledge through various channels, committing to continuous improvement and delivering impactful user experiences.

CAREER EXPERIENCE

UX Consultant

Aug 2023 - PresentGuide Academy.

Utilized market research to implement revenue strategies and optimize user experience for Guideacademy Montessori School's success. Leveraged UX consulting expertise and creative content creation to drive growth, identify improvements, and achieve organizational goals collaboratively.

- Redesigned landing page and header/footer sections to enhance user experience and brand identity.
- Developed and launched a comprehensive video course on Maria Montessori's vision, catering to diverse learning styles.
- Generated engaging social media content, including posts and stories, resulting in a significant increase in Instagram engagement metrics.

UX/UI Designer

Jan 2023 - Jun 2023

GO Journey, Inc.

I collaborated with the product owner and design team on a personal journal app. Our target users were Generation Z, and we researched similar products and functionalities to inform our approach. Tasks were assigned, and Microsoft Meeting facilitated efficient online group discussions. We interviewed target users, utilized tools like Persona, Empathy Map, and User Flow, and analyzed competitors.

- Achieved an impressive 80% user satisfaction by iteratively testing initial Figma sketches.
- Led the design team in developing a user-centric AI-powered app with practical daily entry suggestions.
- Ensured the final product effectively resonates with Generation Z's needs.

UX/UI Designer

Jun 2022 - Sep 2022

BABYLEARNONLINE

As an expert UX designer with a strong focus on user research and valuable human insights, I have collaborated closely with company stakeholders to execute several impactful tasks, including:

- Redesigned the website homepage for improved user experience.
- Accelerated the iteration process through heuristic evaluations.
- Conducted competitor analysis using the SWOT technique to identify strengths, weaknesses, threats, and opportunities.
- Led the design and prototyping of an educational product for children, achieving a 90% satisfaction rate from the product owner.
- Generated innovative ideas using the Lean Canvas technique, focusing on teaching numbers, alphabets, colors, speech therapy, and baby sleep cycles.
- Created captivating mockups to enhance revenue and promote branding.

UX/UI Designer

Jan 2021 - Aug 2021

DMV BAZAAR

Conducted A/B testing to create accessible product categories in the main navigation, specifically targeting user needs. Implemented professional sub-filtering to efficiently organize products and improve navigation from homepage to checkout. Communicated user experience through wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes at different design stages. Led a team of three UX designers, created sub-category pages for each category, and featured relevant images.

- Conducted user testing with loyal customers, resulting in a prototype with an impressive 98% customer satisfaction rate.
- Enhanced user experience by implementing a single-page drop-down checkout process and streamlining step confirmation for increased usability.
- Designed and developed a user-friendly and accessible main navigation system for product categories, achieving a perfect 100% customer satisfaction rate while ensuring seamless implementation.

As a seasoned UX designer, my passion for empowering students through user research and valuable insights has led to the following accomplishments:

- Monitored students' progress, offering personalized feedback and encouragement to maintain motivation.
- Conducted interactive sessions, instructing design software like Figma and Miro, and facilitating Q&A to foster skill development.
- Provided one-on-one and group mentoring, addressing individual needs and challenges while nurturing critical thinking and problem-solving abilities.
- Collaborated with fellow mentors and program staff to create a comprehensive support network for students, ensuring their academic success and growth.

Volunteering**2020 -Present**

Design Club (weekly sessions)

- A community of designers willing to learn and grow together.
- Responsibilities include providing feedback on designs, collaborating in problem-solving, and supporting career advancement within the Design Club community.

EDUCATION**Master of Art - Animation, 2017**

Soore University, Tehran, Iran

Master of Art - Cinema & Editing, 2014

Soore University, Tehran, Iran

CERTIFICATE**Google UX Design, 2021**

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes.
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD
- Design a User Experience for Social Good and Prepare for Jobs .

LinkedIn Learning

- Design Psychology: Master the Art and Science of UX Design
- Becoming a Product Manager
- Practical Accessibility for Designers
- UX for Voice: Planning and Implementation
- Foundations of Diversity, Equity, Inclusion, and Belonging
- Creating Inclusive Content
- Running Effective Design Critiques
- Generative AI Imaging: What Creative Pros Need to Know
- Interaction Design for E-commerce
- Communicating Across Cultures
- Skills for Inclusive Conversations
- Digital Accessibility for the Modern Workplace
- Agile User Experience Design and Research