

WORK EXPERIENCE

UX Designer

Chelsea digital
Ventures

London
2019- 2020

- Worked on innovative smart fitness product. In this project, we used Alexa voice services to add a voice interface to the product and as the user experience designer of the project I was responsible for all aspects of our user experience for both the physical and the app.
- Defined the customer experience roadmap, user journeys, flows and wireframes through behavioral data, user research, user-testing and user insights, sketching, prototyping for physical and digital product.
- Worked closely with Project owners, PMs, Business partners to help define product user cases, roadmap, User flows and wireframes.
- Collaborated with other designers and cross-discipline agile teams to ensure design responsively as well as consistency with other products in the platform

ProductDesigner

Doctorlink

London
2018- 2019

- Design and implement new features from initial conceptualization, layouts, interactions, and transitions to lunch
- Created process flows, wireframes, and visual design mockups as needed to effectively conceptualize and communicate detailed interaction behaviors
- Resolve project-related issues in a professional, timely and logical manner and executed projects to ensure deadlines are met while maintaining quality standards
- Managed usability testing in preparation for the main product design. Defined testing parameters, prepared prototypes, recruited users, facilitated tests and reported results

UX Designer

Global IT
Adidas

Germany
2017- 2018

- Responsible for consulting business teams and making recommendations to continually improve internal Design, Testing, Factory HMI/Scada applications, lead end to end UX design of more than 10 design improvement projects, improved user satisfaction to 5/5 in user experience survey
- Conducted many research and analysis of user experience trends covering interface trends, services, features and interaction design languages, developed UI design that fulfilled the gap in the design, and communicated usage scenarios with the developers to close the gap in design and performance, improved client's experience satisfaction by 80% in the user's survey
- Used a variety of different design and testing tools such as Sketch, Invision, Photoshop, Zeplin, basic HTML/PHP editing to redesign multimillion dolar Adidas enterprise product with a strong focus on usability and advertiser workflows
- Worked closely with PMs, UX researcher, engineers in agile from conception to early implementation; establishing timelines and consensus from all parties around product flow, technology limitation and goals for research
- Created documentation necessary to communicate design concepts and solutions with cross-functional teams throughout the entire product development process, ensured information transparency and solid communication to prevent work redundancy in both design and development

Freelance Designer

Canada
2014 - 2017

- Worked on a variety of projects where digital, graphic and product design are often integrated, and collaborated with designers with different backgrounds such as industrial designers, mechanical engineers, and interaction designers to deliver the best experience design and user-centered outcomes
- Used a variety of tools such as Illustrator, Adobe CS, Balsamiq as well as 3D Modeling tools such as Solid Works, 3D Max, Softimage, and Key Shot to presented design work to the user experience team, product team, and project stakeholders and executives for review and feedback
- Analyzed user interface problems of applications, created design solutions, crafted intuitive user experiences, and led the design direction to meet measurable business goals and requirements, executed the changes in design through agile and waterfall development

Experience/ Project Designer

Cygnus Design & EDG Group

Canada
2016 - 2017

- Designed the wayfinding system, signage, environmental graphic, and industrial design services based on the client's requirements.
- Collaborated with Product Design, Design Research, Engineering and Marketing groups as well as external consultants and demonstrated and communicated new UX concepts through prototypes to provide clarity on the design and use of the product
- Partnered with development teams to build experiences: provide appropriate design specifications, create assets, and review finished interfaces.
- Provided Physical prototyping, book-binding, comp building, designing/installing large scale room displays, basic audio and video editing, designing PowerPoint and Keynote templates, illustration, digital experience

Visual Designer / Product Designer

JEvents Design and Creation

Canada
2014-2016

- Created graphics for WeRLove campaign after analyzing market research. Backtrack campaign was successful and focus groups cited product's design as an attractive feature
- Worked on a variety of projects from user experience and product design to e-commerce to print. Created branding and marketing materials that helped the company promote their special services also developed promotion advertisements
- Managed projects from ideation, sample development, client review, and production
- Developed templates and style guide for promotion modules to expedite process and maximize development resources

Product Designer- Internship

Woke
Canada
2013

- Worked closely with clients and other designers to deliver high-quality solutions on budget and within specified timeframes
- Designed and conceptualized the perfect project for each client
- Brainstormed, sketched, 3D modeled and prototyped the new products

SKILLS

DESIGN SKILLS

UX Research
Sketching
Information Architecture
Story Boarding
Interaction Design
Product Design

UX / UI / WEB

Wireframing
User interface Design
Prototyping
Usability Testing
Visual Design

DESIGN TOOLS

Figma
Sketch App
Adobe creative suits
Invision
Balsamiq
Pen & Paper

3D MODELING

Solid Works
3D Max
SoftImage
KeyShot

HANDS-ON

Industrial design
Model Making
Wood Works
Soft Material

EDUCATION

Simon Fraser University
Canada
2016-2017

Emily Car University
Canada
2011-2014

Science Interactive Arts + Technology

Completed Bachelor of Industrial Design

INTRESTS

Travel, I have visited lots of countries and through all my adventures I have learned a lot about different cultures and environments which helps me all the time in my design process.

Sports, Daily exercises and sports has improved my leadership, and team playing skills. Also, being active gives me so much energy and boosts my productivity, and makes me more creative.