

Design Projects

Easestate App, CareerFoundry - April 2023

Goal: to develop a responsive web application for real estate. Steps were:

- Conceptualization of a user flow diagram
- Development of paper wireframes
- Creation of a paper prototype
- Crafting of mid-fidelity wireframes in digital format
- Generation of a mood board
- Creation of high-fidelity mobile UI mockups

Results: the web application showcased a highly polished and visually appealing user interface, effectively elevating the overall user experience in the real estate domain.

Expert App, CareerFoundry - August 2022

Goal: to create a mobile app facilitating instant user connection with investment experts.

- Competitive analysis, surveys, and interviews to research user preferences and identify essential features.
- Design personas and user flows to map out functionality and ensure a smooth experience.
- Sitemap refinement through card sorting based on user feedback.
- Prototypes at different levels of detail to test and refine the design.
- Usability testing and feedback analysis to identify areas for improvement.

Results: As a result, the mobile app emerged as a user-centered solution, streamlining access to investment experts and improving the overall user experience.

Vocabulary App, CareerFoundry - May 2022

Goal: to enhance people's vocabulary learning experience. Taken steps were:

- Conduct user research.
- Produce interactive mid-fidelity wireframes.
- Perform usability tests.
- Analyze the usability tests results.
- Implement the feedback received.

Result: Refine the designs based on analysis and feedback.

Through the iterative process, after refining designs, an empowering vocabulary learning tool with aligning the users needs and preferences is designed.

Work

Dentistry Clinic, Stuttgart - Office Manager

January 2022 - PRESENT

- Collaborating with other clinic staff on daily routine tasks.
- Facilitated communication for Persian-speaking patients by addressing inquiries
- Analyze the income from services and expenses on a monthly basis.

Bank Melli of Iran, Tehran - Manger of Foreign Trade Department Manager

January 2019 - October 2021

- Provided guidance and support to branch staff while managing and supervising foreign trade activities.
- Compliance with relevant regulations and procedures for foreign trade risk management.
- Expanded foreign trade business through branch strategies.
- Presented reports on the branch's foreign trade activities to the Branch Manager and senior management.

Bank Melli of Iran, Tehran - Senior Bank Teller

January 2010 - January 2019

EDUCATION

UX Design Boot camp

CareerFoundry, Germany, *April 2022 - May 2023*

MBA in Finance

Azad University of Iran, *Sep 2015- Sep 2017*

Bachelor of Hotel Management

Applied Science and Technology University of Iran, *Sep 2013- Sep 2015*

Language

Persian: Native

English: IELTS certificate 6.5

German: Telc B2 certificate

SKILLS

Design:

Research, Competitive analysis, Affinity diagramming, Empathy mapping, Personas, User Journey, User flow, Mid- fidelity Wireframing, High fidelity wireframing, Sitemap, Heuristic evaluation, Prototyping, Mockups, Usability Testing, Responsive Design, Agile Methods (SCRUM)

Banking:

Trade finance, LC (letter of credit), SWIFT, Team collaboration, Customer service

Tools:

Figma, Adobe photoshop, Balsamiq, Zeplin, Keynote, Wordpress, Microsoft team, Slack, Microsoft Excel