

shaghayegh safarzadeh

UX Designer

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SUMMARY

Google-certified UX Designer, passionate about integrating design and technology with an academic background in visual communication. Offers expertise in solving problems and creating impactful designs by implementing human-centered and inclusive design principles into digital products. Provides solid skills in user research, usability study, user flow, wireframe, prototype, mockup, interaction design, and responsive web design.

EDUCATION

Google

UX Design Certificate

Aug 2021 - Jul 2022 | CA, USA

15 modules and seven courses including topics such as UX Research, Inclusive Design, Low-fi and Hi-fi Prototypes, Interaction, Usability Study, and tools like Adobe XD and Figma plus three hands-on projects to receive the certificate.

UCLA Extension

UX Design Certificate

Sep 2016 - Sep 2017 | CA, USA

Al Zahra University

Master of Visual Communication

Sep 2007 - Jun 2010 | Tehran, Iran

Shahed University

Bachelor of Visual Communication

Sep 2001 - Jun 2006 | Tehran, Iran

SKILLS

Hard Skills & Soft Skills

User Research, Usability Study, Story Board, Affinity Diagram, User Flow, IA, Wireframe, Prototype, Mockup, Interaction, Responsive Design, Inclusive Design, Pattern Library

Problem Solving, Communication, Collaboration, Attention to Detail

Software

Adobe Suite, Figma, Sketch, Invision

EXPERIENCE

Freelance | Designer

Dec 2017 - Present | Los Angeles, CA

- Consulting with clients to enhance the user experience of their digital products by implementing best practices resulting in increased conversion rates.
- Researching clients' digital products, conducting comprehensive competitive audits, and introducing the most suitable strategy to increase user experience.
- Developing and executing conceptual visual ideas for individuals and startups to create consistent and creative solutions in a collaborative setting.
- Curating and creating various projects involving style guides, icons, user interface design, responsive web design, and brand identity.

ANTIAGING Institute of California | Design Department Manager

Nov 2013 - Sep 2017 | Beverly Hills, CA

- Selected by the CEO to manage the department and to train, onboard, and supervise new employees.
- Conducted research to understand customers' needs, identified gaps, and developed plans to address findings and the business's desired result.
- Cooperated with the CEO and collaborated with the development team to improve the website's responsiveness and user experience, resulting in the scale of customer retention and sales by ~35%.
- Examined and executed various marketing strategies to leverage leads and increase online sales.

ANTIAGING Institute of California | Graphic Designer

Nov 2012 - Nov 2013 | Beverly Hills, CA

- Developed and executed conceptual visual ideas to design creative solutions across all channels and mediums, including advertising, print, retail, digital, and social media platforms.
- Collaborated with the marketing team and created designs to support merchandising and email campaigns.
- Collaborated with the development team to refine the user interface and optimize the user experience, increasing the website's traffic by ~20%.