

Toronto, ON - ali.sina1447@gmail.com - (437) 988-7080

SUMMARY

Over 5 years of experience in Product Design within the end to end product development cycle in an agile working environment. Passionate about solving users' problems through simple yet innovative design solutions and believes empathy is a key component to creating the best user experiences.

PROFESSIONAL EXPERIENCE

Nude Solutions, Calgary, AB
UX/UI Designer

Jul 2020 – Jul 2023

- Developing scenarios, use cases, and engaging closely with stakeholders to define and provide high-level business (BRD) and UX requirements
- Conducted in-depth user research, shaping user-centered web app designs, resulting in improved user satisfaction
- Designing wireframes, information architecture diagrams, pixel-perfect user interfaces and iteratively
- Conducting stakeholder interviews, usability sessions, heuristic evaluation and translating feedbacks into creative design solutions
- Developed React-based front-end components library using TypeScript, ensuring seamless integration with backend systems for optimal user experience and design consistency

Triyo Soft Analytics Canada, Toronto, ON
UX/UI Designer

Jun 2019 – Jun 2020

- Assessed and optimized the performance of new and existing features by conducting/ participating in usability testing and interpreting user data
- Collaborated with product manager, business partner and software engineers to help define product requirements and sitemap
- Implemented a website rebrand, designed new wireframes, and optimized each page through analyzing Google Analytics metrics.
- Created interactive prototypes and conducted user testing

Genashtim Innovative Learning, Jakarta, Indonesia
UX/UI Designer

Jun 2018 – May 2019

- Wireframed, designed, and prototyped for multinational companies and government institutions.
- Increased Cornell University's Asia branch student enrollment by 45% through website redesign.
- Collaborated with BA, QA, and Dev teams to design and validate business requirements throughout the software development lifecycle.
- Managed development, social media, and content teams, and led/participated in UX meetings.

EDUCATION

YORK UNIVERSITY, Toronto, ON
2023

Sep 2020 - Apr

Software Engineering (BEng) - Bachelor of Engineering

UNIVERSITY OF APPLIED SCIENCE AND TECHNOLOGY, Tehran, Iran
2016

Sep 2012 - Jun

Information, Technology, & Communication - Bachelor's Degree

SKILLS

Balsamiq · Attention to Detail · TypeScript · React.js · HTML · Cascading Style Sheets (CSS) · Bootstrap (Framework) · Software Development · Visual Design · Product Design · Information Architecture · Usability Testing · User-centered Design · Web Design · Problem Solving · Wireframing · User Experience (UX) · Communication · User Interface Design · Prototyping · Adobe XD

ADDITIONAL SKILLS

- Bilingual – English (Proficient) and Persian (Native)
- Critical Thinking – Able to solve complex problems objectively
- Creative – Find new innovative ways to complete a task efficiently
- Able to follow instructions and work well independently and as a team player
- Always willing to learn and gain increased responsibility
- Organized and Detail-oriented