

Samira Dezfoulian

UX/UI Designer

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Location: Toronto, Ontario

Summary

Experienced in UX/UI design with a strong grasp of design fundamentals, specializing in crafting user-friendly interfaces for websites and mobile apps while mastering visual design and system interactions. Renowned for exceptional communication and collaboration prowess, coupled with a talent for robust creative thinking and problem-solving. Thriving in high-pressure environments, I consistently deliver outstanding results under the tightest of deadlines. I am proficient in carrying out user testing and analysis, working closely with diverse teams, and ensuring designs meet both user needs and technical requirements. I bring a fresh perspective and renewed dedication to every project. Noteworthy accomplishments include streamlining development timelines through rapid prototyping, resulting in successful usability tests and enhanced user engagement. Dedicated to providing creative and user-centric design solutions that surpass client expectations, I am committed to continuous growth and delivering high-quality designs. Recently, I returned to the workforce after a period of maternity leave. During this time, I proactively invested in my professional development by completing courses through Udeemy Academy to stay updated with the latest industry trends and techniques.

Work Experience

UX/UI Designer, The Real Estate Office Inc, Toronto, Sep 2022 - Dec 2022

- Conceptualized, created, and refined intuitive and visually appealing user interfaces for web and mobile applications, enhancing user engagement and satisfaction.
- Presented design concepts to key stakeholders and senior business leaders, articulating the rationale behind design choices and effectively defending design decisions.
- Utilized tools such as wireframes, mockups, and prototypes to communicate design ideas effectively, facilitating collaboration and iteration based on user feedback and usability testing.
- Applied responsive design strategies to ensure an optimal user experience across various devices.
- Demonstrated proficiency in HTML and CSS, collaborating closely with developers to ensure seamless integration of design elements into functional web interfaces, while adhering to industry best practices and standards.
- Evaluated user needs and software requirements to assess the feasibility of design within predefined time and budgetary constraints.

UX/UI Designer, Partobita Company, Tehran, April 2020 - Jan 2021

- Worked with clients in various industries, including healthcare, sports, education, retail, and e-commerce.
- Designed user-friendly and visually appealing interfaces for websites and mobile applications, using industry-standard design tools such as Sketch, Figma, Adobe XD, or InVision.
- Collaborated closely with cross-functional teams, including product managers, developers, and fellow designers, to ensure alignment with user needs and business objectives throughout the product development lifecycle.
- Utilized scientific analysis and mathematical models to design, develop, and enhance software systems, predicting and measuring outcomes and consequences.
- Teamed up with various departments such as product design, marketing, development, and stakeholders to discern user needs, generate wireframes and prototypes, and refine designs through iterative processes.
- Ensured designs adhered to UI standards and best practices, maintaining consistency across digital products and platforms to reinforce the brand identity.
- Showcased a solid grasp of user-centric design principles and successfully transformed user requirements into engaging design solutions.

Graphic Designer, Tarvij Company, Tehran, Sep 2018 - Dec 2020

- Designed the company logo, business card, brand identity, and brand guidelines.
- Utilized strong aesthetic skills and a deep understanding of graphic design principles, including typography, layout/composition, grid systems, color theory, photography, and iconography, to produce visually compelling designs.
- Collaborated closely with marketing and product teams to translate business objectives into creative design solutions.
- Created graphic design standards for motion graphics digital assets, which improved brand consistency.

Skills

UX Design & Research:

User research strategies, content strategy development, business analysis, persona creation, competitive analysis, user interview, developing survey, heuristic evaluation, SWOT, WCAG, usability testing, decision making, A/B testing, rapid prototyping, UX research methods, product development methodology, data analytics, competitive analysis report, user journey map, empathy maps, user flow/ task flows.

Design:

UX wireframing, interactive prototype, high fidelity design, user stories, storyboards, site map, sketching, visual style guide, digital SaaS products vision, branding visuals, information architecture (IA), UI kit/ design system, data visualization, strategic design, mobile-first approach, mockups, visual communications, responsive design, typography, iconography, illustration, digital designs, visual communication and interaction design, product management, consumer protection, design web platforms (PC, Tablet & Mobile: iOS, Android), end-to-end experience design, typography, layout, composition, grid systems, colour, photography, iconography.

Soft Skills:

Multi-tasking, negotiation, meeting customer needs, storyteller, flexibility, committed, self-motivated, fast learning, ability to collaborate, work independently, eye to detail, creativity, curious, team player, coaching skills, meeting deadlines, time management skills, motivator, self-directed, collaborative, supportive, think analytically, building relationships, presentation skills, problem-solving skills, consistency, empathetic, leadership, adaptability, verbal communication skills

Tools:

Figma, Sketch, Miro, InVision, Adobe Creative Suite: (XD, Illustrator, Photoshop, After Effects, InDesign, Premiere), Autodesk Maya, WordPress, HTML, CSS, Unity 3D, Microsoft Office, Corel Draw, Agile (Jira, Trello)

Educations

- Diploma in Interactive Media Design, Seneca College, Toronto, Ontario, May 2021 - August 2022
- Master of Teaching English As a Second Language, Azad University, Takestan, Iran, June 2012 - June 2015
- Bachelor of Teaching English As a Second Language, Payme Noor University, Karaj, Iran, June 2010 - August 2012
- Associate's degree in Computer Graphics, University of Applied Sciences, Tehran, Iran, June 2006 - June 2008
- UX & Web Design Master Course, Udemy, Nov 2023 - Jan 2024