Samira Dezfoulian

UX/UI Designer

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Summary

Passionate UX/UI Designer with 3+ years of experience and a strong background in graphic design. Specializes in creating user-friendly and visually appealing interfaces for web and mobile applications using user-centered design and design thinking methodologies. Proficient in user research, usability testing, and visual design.

Renowned for strong communication, teamwork, and problem-solving skills. Adept at managing multiple projects in fast-paced environments, consistently delivering high-quality outcomes. I am known for adaptability, critical thinking, and providing effective design solutions that drive user engagement and satisfaction.

Professional skills

- UX/UI Design (Wireframing, Prototyping)
- User Research & Usability Testing
- Information Architecture
- Visual Design (Typography, Layout)
- Tools: Figma, Sketch, InVision, Maya, Unity, Adobe: XD, Illustrator, Photoshop, InDesign, After Effect, Premiere, Lightroom, Audition. HTML/CSS, MS Office, Jira

- Detail-Oriented
- Collaboration and Teamwork
- Open-mindedness
- Time Management
- Self-motivation and fast learning
- Self-Discipline

Work Experience

UX/UI Designer, Neda Esthetic Clinic, Toronto   **Mar 2023 - Now**

- Collaborating with cross-functional teams from concept to implementation, delivering high-quality products.
- Developing inventive and responsive design solutions for mobile and desktop platforms, enhancing user engagement and satisfaction.
- Identifying design improvement opportunities and leading experiments to optimize design effectiveness and stay updated with trends.
- Preparing and packaging digital assets for developers and print-ready files for vendors to ensure seamless project delivery.

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

- Conducted user research through user research and usability testing, surveys and interviews to identify user needs and provided the best solutions through brainstorming sessions, enhancing user satisfaction.

- Generated wireframes and prototypes, refining designs to improve user experiences and adhere to UI standards, resulting in more intuitive interfaces.

- Designed high-fidelity prototypes after the second round of user research to ensure the design met all identified solutions, achieving high user approval.

- Applied responsive design strategies to ensure a consistent user experience across all devices, improving user engagement.

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

- Utilized strong communication and teamwork skills to foster a collaborative environment, which led to the successful implementation of the best solutions and a highly efficient redesign project.
- Evaluated user needs and technical requirements, delivering designs within time and budget constraints, and meeting project deadlines effectively.
- Used Illustrator software to design visual aspects, creating appealing designs that elevated the overall aesthetic and user experience.
- Managed internal/client feedback and revisions to ensure a quality finished product.

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

- Developed brand identity by designing logos, business cards, and brand guidelines, enhancing visual representation.
- Translated business objectives into creative solutions by collaborating with marketing and product teams, improving brand consistency.
- Created graphic design standards for motion graphics and digital assets, enhancing brand consistency.

- Applied strong aesthetic skills in typography, layout, and color theory to produce compelling designs (Situation), supporting marketing efforts.

Educations

- Diploma in Interactive Media Design, Seneca College, Toronto, Ontario, May 2021 - August 2022

- Master of Education, Azad University, Tehran, June 2012 - June 2015

- Associate's degree in Computer Graphics, University of Applied Sciences, Tehran, June 2006 - June 2008

- UX & Web Design Master Course, Udemy, Nov 2023 - Jan 2024
  Proficient in Adobe Premiere, Adobe After Effects, Adobe Photoshop, and Adobe Illustrator.