

# Parisa Safarzadeh

## UX/UI Designer

### Contact

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#### Portfolio

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### Skills

User Research

Interaction Design

Visual Design

Usability Testing

Wireframing and Prototyping

Web Design

Information Architecture

Mobile Design

Design System

Communication skills

Analytical Skills

Responsive Web

### Tools

Figma

Adobe Xd

Sketch

Photoshop

Illustrator

Miro

Figjam

### Education

2019-2019

UX Course

Attendance of 50 hours of face-to-face instruction as well as completion of the final project presentation.

Key course topic areas: User Research, Research Analysis, Information Architecture, stakeholder management, wireframing and prototyping, intuitive design and presentation skills.

2018-2019

Udemy

Photoshop, Illustrator,

InDesign, DesignTheory,

Branding and Logo Design

2006 - 2010

Isfahan University of Medical Sciences Nutrition and Diet therapy

### Profile

I'm a User Experience and Interface Designer with a big passion for creating valuable and user-centric digital experiences to making life easier for everyone.

Throughout my career, I have improved my expertise in UX Research methodologies as well as UI design. I am naturally curious and always strive to uncover the true "why" behind a problem and approach design challenges with an open attitude.

I have a collaborative mindset and am driven by my passion about utilising the best design practices and turning quantitative data and qualitative insights into the best solutions that shape meaningful experiences.

### Career History

#### UX/UI Designer

Westpac | March 2023 -

I am working with a team of designers to improve the user experience of the digital bankers' platform enabling bankers to connect to Westpac's digital journey.

- Facilitating interviews with the customers and stakeholders to identify pain points and UX requirements.
- Creating interactive prototypes and validating them with our bankers.
- Collaborating with other designers to build a UI component library to be consistent within different platforms.
- Collaborating closely with PMs and BAs to align the requirements with UX design.

#### Achievements

- Improved my technical knowledge in implementing complex flows within different systems and my ability to balance innovation and practicality.

#### UX/UI Designer

The Smith Family | Oct 2020 - March 2022

I was working in an agile team and was responsible for end-to-end design of their website and customer portal.

- Facilitated interviews with the customers and stakeholders to identify pain points and UX requirements.
- Created personas and customers journeys to identify opportunities to improve the products' user experience.
- Facilitated workshops with stakeholders to ideate solutions and define success metrics.
- Created wireframes and interactive prototypes
- Created research plan and conducted usability testing to validate the proposed solutions.
- Collaborated with product owners, BAs and other designers to help define road map.
- Collaborated with the marketing team to redefine our brand and elevate our design system.

#### Achievements

- Managed to improve the UX maturity in the organisation and to develop user-centred design framework and artefacts like personas, customer journey maps and UX workshop templates by utilising the best design practices and guiding the stakeholders through the design process.
- Improved my expertise in data analytics tools to better understand product performance and user behaviour which resulted in making more informed decisions and enabling us to measure our success after implementing the product.

#### Product Designer

Personal project - FunOFit | Feb 2021 -

During the Covid pandemic, when people were stuck in their homes, I recognised the need to assist individuals in achieving their fitness goals even in a home environment. Consequently, I collaborated with a team of skilled developers to transform this idea into a practical product aimed at simplifying their lives.

- Defining a problem statement and our goals, who our target audience is and what their pain points are.
- Performing a competitive analysis to be able to design features that turn our target audience's head.
- Creating user interface style guide and brand guidelines.
- Creating wireframes and prototypes.
- Mapping out the user journeys.

#### Achievements

- Managed to turn an idea into a mobile application (not on app store yet, but we're getting there!)
- Learned how to incorporate gamification elements into a product to improve user engagement.
- Managed to create a design style guide from scratch.

#### UX/UI Designer

AI Australia | Feb 2020 - Jun 2020

I was working with a team of designers designing an AI-based fitness mobile application from scratch.

- Planned and conducted interviews with stakeholders and potential customers to gather and evaluate user requirements.
- Illustrated design ideas using user stories, storyboards and process flow.
- Created wireframes and prototypes.
- Conducted usability testing.
- Prepared and presented rough drafts to internal teams and key stakeholders.

#### Achievements

- Managed to improve my user research knowledge and communication skills within cross-functional teams.

#### UX Designer/Researcher

Cyberoxi | Aug 2018 - May 2019

I was working with a UX designer and the development team to design and build a calorie counter mobile application to help people track their food and activity.

- Helped the team with doing user interviews and identify user pain points.
- Organised content and created user flows and storyboards.
- Worked closely with engineers from conception to early implementation.

#### Achievements

- It was my starting point of UX journey and I developed my knowledge about how to do user research, empathising with users and understand their behaviour through communication and observation.

#### Dietitian

Motahari Hospital | Apr 2013 - Aug 2018

- Consulting with my clients and preparing diet plans based on their needs.