

Parisa Safarzadeh

UX/UI Designer

Info

PHONE

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EMAIL

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WEBSITE

www.parisa.site

Skills

Contextual inquiry
User interview
User testing
User Research
User flows
Information architecture
competitive analysis
Sketching
storyboarding
Prototyping(paper/digital)

Tools

Sketch
InVision
Figma
Photoshop
Illustrator

Education

2018-2019
Udemy/Pluralsight
UI/UX design, basics,
tools, Interaction design,
Web design

2006 - 2010
Isfahan University of
Medical Sciences
Nutrition and Diet
therapy

Personal profile

I'm a passionate interface and experience Designer who is committed to making life easier for everyone.

UI/UX design appealed to me because I love listening to people, communicate with them, understand their requirements and create products to fulfil their needs.

My background as a former dietitian has taught me the importance of empathy and communication skills, which I've combined with my user experience skills to develop an idea to be communicated in the digital world.

I am constantly looking to learn new things everyday and I try to push my boundaries by my passion, hardworking and experienced people.

Work experiences

UX/UI Designer

AI Australia - Internship | Feb 2020 - Jun 2020

A weight management mobile app to motivate users for their fitness goals.

- Plan and conduct user research and competitor analysis to gather and evaluate user requirements.
- Interpret data and qualitative feedback.
- Illustrate design ideas using user story, storyboards and process flows.
- Determine information architecture and create sitemaps.
- Create prototypes and wireframes.
- Conduct usability testing.
- Prepare and present rough drafts to internal teams and key stakeholders.

UX/UI Designer

Personal project | June 2019 - Nov 2019

A mobile app that helps users to determine their temperament type

- Designed Parma app in 6 months from initial conceptualization to implementation.
- Conducted user research and user testing interviews with clients.
- Defined users' problem and solutions.
- Created all sketches and wireframes to communicate user flows and interactions to engineers.
- Conducted layout adjustments based on user feedback.
- Created original graphic designs (e.g. images, sketches and tables).
- Responsible for all UI design decisions to create visually delightful designs.

UX/UI Designer

Cyberoxi | Aug 2018 - May 2019

A fitness app to help users to track their food and exercises

- Responsible for User research, identify users' problems, ideation and define the possible solutions.
- Structured and organized content.
- Created user flows and storyboards.
- Conducted layout adjustments based on user feedback.
- Worked closely with engineers from conception to early implementation.

Dietitian

Motahari Hospital | Apr 2013 - Aug 2018

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