

# Samira Fakhravar


## UX Designer




Experienced UX designer returning to full-time work in the U.S., specializing in crafting intuitive interfaces, optimizing online ordering, and revitalizing platforms for user engagement. With a Master's in Industrial Design, a Google UX Design Certificate, and General Assembly's UX Design Immersive, I bring a unique perspective, adaptability, and strong skills to excel in your UX position.

 [LinkedIn](#)

 [Portfolio](#)

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 419-250-8666

## EXPERIENCE

### UX Researcher & Designer | getGFTD | Apr 2023 - Sep 2023

- Developed and implemented a charitable website, establishing connections between donors and recipients.
- Integrated a Wishlist functionality to personalize the donation experience, resulting in increased user engagement.
- Conducted thorough user research, prototyped designs, and iterated based on feedback, leading to a 25% improvement in user satisfaction.
- Collaborated cross-functionally to ensure intuitive user experiences, leveraging advanced UI design skills for brand consistency.

### UX Designer | Product Designer (Freelance) | Oct 2019 - Feb 2023

- Collaborated closely with clients to conceptualize and design user flows, developing front-end pattern libraries for agile project development, ensuring timely delivery and client satisfaction.
- Transformed design effectiveness through strategic implementation of design systems, functional prototypes, and user testing. Fostered a culture of speed and innovation, resulting in increased efficiency.
- Elevated customer engagement by 18% and optimized the online ordering experience with a user-friendly interface and personalized recommendation system.
- Played a pivotal role in shaping brand identity and visual designs through seamless collaboration with cross-functional teams.
- Successfully revitalized a nonprofit website, achieving a 30% increase in user engagement within the first month. Applied a user-centric design approach, conducting thorough research and delivering informed solutions.

### UX Researcher / Designer | Mapna | Tehran | Aug 2010 - Jun 2012

- Redesigned Tehran's subway wagons using a comprehensive UX research and design approach, incorporating in-depth research on factors influencing user experience.
- Published two articles in the International Exhibition of Iran's Rail Transport Achievements, showcasing the project's success and insights gained from user feedback gathered through interviews to evaluate preferences.

### Product Designer | Dessini | Tehran | Oct 2008 - Oct 2010

- utilized user-centered design to innovate home goods products and increase sales.
- Conducted thorough market research, aligning with trends for user-centric product development.
- Translated user needs into precise specifications, collaborating with manufacturers to ensure seamless production and ultimately drive sales growth.

### Product Designer | Cartonplast International | Tehran | Jan 2006 - Sep 2008

- Collaborated closely with clients to tailor packaging designs to their specific needs, enriching user experiences through thoughtful design.
- Utilized 3D modeling software to craft visually engaging product prototypes, aligning design concepts with user expectations.

## SKILLS

**Design:** User-Centered Design , Research and Analysis , Problem Solving , Interaction Design , Information Architecture , Wireframing & Prototyping , Visual Design , Human Factors , Project Management , Collaboration , Communication , Adaptability , Empathy , Continuous Learning , Accessibility , Time Management , Critical Thinking

**Research:** Usability Testing , Affinity Mapping , Card Sorting , C&C Analysis , Contextual Inquiry , Heuristic Evaluation , Script Writing , Secondary Research , Survey Design , Task Analysis , Usability Testing , User Interviews , Persona Creation , Journey Mapping , Quantitative Analysis , Qualitative Research , A/B Testing , Observation

**Software:** Figma , Adobe XD , Google Workspace , Photoshop , Illustrator , Sketch

## Certification

**General Assembly, UX Design Immersive 480+ hours**

Feb 2023 - Apr 2023

**Google UX Design Certificated**

Dec 2021 - Dec 2022

## EDUCATION

**M.A in Industrial Design**

Tehran University of Art

Oct 2009 - Jun 2012 3.5

**B.A in Industrial Design**

IAU College of Art & Architecture

Sep 2002 - Sep 2006 3.5