

Sima Sanaei

UX/UI Designer

Innovative and dynamic UX/UI designer with over 3 years of experience specializing in creating intuitive and user-friendly digital experiences. Utilizing active listening, problem-solving skills, and a keen eye for visual design, I consistently deliver optimal results consistently.

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(669)377-5350

Danville, CA

Experience

UX/UI Designer

UpFounders - San Francisco, CA

(2021-2023)

- Redesigned a user-friendly landing page for a community-driven startup builder focused on entrepreneurs by providing effective content and testimonials.
- Increased users satisfaction (22%) by implementing a simple and quick sign-up process.
- Developed visually appealing and intuitive user interfaces, prioritizing the enhancement of Call to Action (CTA) elements for increased effectiveness.
- Collaborated cross-functionally with product managers and developers to identify project requirements based on user needs and pain points.
- Organized usability tests and gathered insightful feedback to develop a gamification page focused on boosting user engagement.

UX/UI Designer

Freelancer - San Francisco, CA

(2020-2021)

- Increased user engagement (40%) and perceived find-ability information (15%) with redesigned "The Africa In Me" Website.
- Researched user experience, including user interviews, survey development and heuristic evaluations to create personas, wireframes and prototypes for multi-projects (nonprofit organization, online retailers), thereby enabling strategic recommendations.
- Redesigned websites and developed site maps based on the principles of user-centered design, while also conducting usability testing to identify pain points and propose solutions.

Graphic Designer

TBA LLC - Iran

(2014-2017)

- Developed a website surface for a heating & air conditioning company, optimizing color schemes, text, font styles, and layouts meticulously.
- Collaborated closely with stakeholders and developers to refine user interface design, gathering input, aligning objectives, and prioritizing enhancements.
- Created and edited images using Adobe Photoshop to meet specific requirements and seamlessly integrated them into the website.
- Designed various marketing materials including catalogues, brochures, business cards, banners, and provided support to the marketing team in developing the company's branding initiatives.

Designer

Gardooneh Mehr - Iran

(2007-2014)

- Conceptualized, design, and develop new Persian rug collections in collaboration with the design team, ensuring designs align with the company's brand and market demands.
- Used Adobe Creative Suite (Photoshop) and other design software to create detailed digital renditions and specifications for manufacturing.
- Prioritized tasks and meet deadlines; assist with team projects.
- Collaborated with sales and marketing teams to create visually captivating marketing materials that showcase new rug collections to potential clients.

Skills

- User Research
- Wireframing and Prototyping
- Information Architecture
- Interaction Design
- Visual Design
- Usability Testing
- Accessibility
- Collaboration and Communication
- Problem-Solving and Critical Thinking

Tools

- Figma
- Sketch
- Adobe XD
- Photoshop
- Illustrator
- Microsoft office
- Jira
- Slack
- Miro
- HTML/CSS

Education

Bachelor of Fine Arts

University of Kashan

(2002-2006)

Certificate

Human-Computer Interaction- HCI

Interaction Design Foundation (IDF)

Jul 2020

UX/UI Experience Design

UX Land School/ Bootcamp

Jun 2021

Google UX Design

Google

Aug 2022