

Sima Sanaei

UX/UI Designer

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simasanaei.com

Danville, CA | 669-377-5350

Experience

Freelancer - UX/UI Designer

San Jose, CA

2020-2021

- Designed and conducted user experience research including user interviews, heuristic evaluation, survey development, usability testing, and comparative & competitive analyses to make strategic recommendations
- Redesigned the website and developed site map based on the principals of user Experienced and customer demanded
- Collaborate and consultant with colleagues in each steps and discussion about feedback

TBA LLC - UI Designer

Tehran, Iran

2015-2016

- Designing a visual style for new features
- Collaborating with developers for changing every detail
- Working independently and collaboratively with team members to develop UI design and problems solving
- Working with cross functional team to develop user interface design

Pershia Sign LLC - Graphic Designer

Tehran, Iran

2012-2015

- Resized and color adjusting of arrival images for printing
- Model and image design based on client order
- Creating a consistent corporate and brand identity for client
- Assist with art direction photo shots and edit image as needed using Adobe Photoshop

Gardooneh Mehr INC.- Rug Designer

Tehran, Iran

2009-2012

- Renewed and regenerated Persian rug sketches from variety of resources
- Examining the original colors with plenty of spectrums for creation the best color combination on surface texture
- Resized dimensionally to larger or smaller one
- Combined several traditional objects to generate new sketches with Photoshop

Education

Bachelor of Art:

Fine Art

Aug 2006

University of Kashan

Kashan / Iran

UX Land

UX/UI Design,

Jul 2020

Certificate

Human-Computer Interaction-HCI

Interaction Design Foundation,

Jul 2020

Language

English/Farsi

Skills

Design Tools

Sketch

Figma

Adobe Creative suits:

Adobe XD

Photoshop

Illustrator

InDesign

Microsoft Office

Collaboration Ideation Tools

Miro

Research Skills

Developing Survey

User Interview

Qualitative research

Quantitative research

Affinity mapping

Persona creation

Heuristic evaluation

Card sorting

Usability testing

Design

Sketching

Wireframe

Presentation

Interactive Prototype

High fidelity Design

User Journey Map

Competitive Analysis Report

UX Research Report

User Flow/ Task Flow

Scenario & Persona

Site Map

Mood-Board

Visual Style Guide

Responsive Design

Personal Skills

Teamwork

Creativity

Communication

Problem Solving

Fast Learner