

Iraj Asadi

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SUMMARY OF QUALIFICATIONS

Over eight years of experience in **UI/UX design** for **web, desktop and mobile** applications, with proficiency in design tools like **Figma** and web development languages such as **HTML, CSS, JavaScript**. Skilled in translating **ideas into concepts** and solving complex business problems with a **user-centric mindset** by conducting **user research** and user experience (UX) **analysis**. Proficient in creating low-fidelity **wireframes** and high-fidelity **mock-ups** and **prototypes** to deliver exceptional user experiences. Proven track record of **collaborating** effectively with **cross-functional teams** and providing **UI consultancy** at all stages of digital solution design.

WORK EXPERIENCE

Senior UI/UX Designer, Noavaran Abi Sep 2021 - Present

- Led the end-to-end design process leveraging **the design thinking process** for a PWA **mobile app**, an admin **dashboard**, food order and payments, and a reservation **website**, delivering exceptional user experiences.
- Conducted **user research** and **usability** sessions to ensure that the app was easy to use and met the needs of the users with an **evidence-based** rationale.
- Facilitated **ideation workshops** and **design sprints** to generate **innovative UI solutions**.
- Collaborated** with **cross-functional teams** and stakeholders to build features that aligned with **business goals**.
- Created **sketches, wireframes**, and **high-fidelity mockups** with **Figma** to visualize UI concepts.
- Developed UI solutions for web and mobile products, emphasizing **information architecture** and interaction workflows.
- Leveraged User Experience (UX) analysis and **user-centered design methodologies** to inform design decisions.
- Maintained **style guides** and visual component libraries to ensure **design consistency**.
- PWA app: **100% user engagement** boost via longer app use, daily users, and interactions.
- Reservation site: **30% higher conversion** due to improved interface and booking process.

Lead UI/UX Designer, Rayanmehr Feb 2019 - Sep 2021

- Partnered** with Product Managers, engineers, and stakeholders to deploy seamless user experiences from concept to launch, aligning with the **target audience** and **business goals**.
- Spearheaded** the design of **B2B E-Commerce platforms**, **mobile game** platforms, and organizational messaging apps, ensuring outstanding user interfaces and delightful user experiences.
- Utilized **interactive prototypes** to **validate designs** and steer **iterative processes**, resulting in user-centric products that exceed expectations.
- Led a talented team** of three UX designers, setting the design vision and guiding the successful redesign of the core experience for the E-Charge **iOS** and **Android app**.
- Redesigned the core experience for the E-Charge iOS and Android app, achieving a perfect **100% task completion** rate and a remarkable **40% increase** in **user engagement** through a cohesive design system.
- Provided valuable iteration suggestions from rigorous UX audits and **usability tests** on mobile game beta apps, optimizing **onboarding** and usability aspects before official launches.
- Demonstrated a **keen eye for UI design** by reducing five design rules to a **cohesive design system**, resulting in a remarkable **40% increase** in **user engagement** across multiple projects.

Senior UX Designer (UI/UX), Arian Novin Rayaneh Jan 2013 - Feb 2019

- Led the charge** in establishing a **user-centric approach** by **facilitating synthesis sessions** to align the team and craft innovative design solutions for the **BPMS B2B and B2C platform**.
- Collaborated seamlessly with engineers** to ensure the **seamless integration of design and code**, resulting in a harmonious **front-end experience** for the platform.
- Played a pivotal role in designing a BPMS B2B and B2C platform, creating a **cohesive and compelling design system** for the **Dashboard, Website**, and a **responsive PWA mobile app**.
- Leveraged expertise in **wireframes, user interfaces**, and **motion graphics** to **transform complex ideas into tangible, interactive prototypes**, guiding iterative design processes and ensuring a **seamless user experience**.
- Utilized wireframes, user interfaces, and motion graphics** to guide iterative design processes and translate complex ideas into tangible, interactive prototypes.
- Conducted market research** and valuable **user feedback sessions**, leading to a **50% reduction** in **customer complaints** and informed user-centered design solutions.

KEY DESIGN & TECHNICAL PROFICIENCIES

Graphic & UI design expertise:

- Strong knowledge of web ergonomics, usability, and accessibility, ensuring designs are user-friendly and inclusive.
- Proficient in fundamental visual and typographic design disciplines and principles, resulting in aesthetically pleasing and visually engaging designs.
- Skilled in creating graphical elements, such as illustrations, visuals, icons, logos, infographics, and data visualizations, to enhance visual storytelling and communication in designs for web products and platforms.
- Expertise in creating and maintaining comprehensive style guides, brand books, and visual component libraries, encompassing sketched concepts and page templates for streamlined and cohesive design implementations.
- Demonstrated strong skill and knowledge in cross-browser compatibility and testing, as well as expertise in grids, responsive, and multiplatform design.

Experience in working in an international/multicultural environment:

- Participated in multi-lingual meetings.
- Worked with a team of designers from different countries.
- Translated business requirements into UI solutions that met the needs of users from different cultures.

Proficiency in the UX design and front-end development technologies and tools:

- Experienced in prototyping, wireframing, interaction flows, information architecture and user testing
- Strong experience in Sketch, Figma, Adobe Xd, Balsamiq, InVision, UxPin, Zeplin, Adobe Photoshop, Adobe Illustrator, Adobe AfterEffects, and Adobe Creative Suit.
- Proficient in front-end development languages: HTML, CSS, Object Oriented Patterns, low-code application frameworks like PowerApps and Familiar with JavaScript, Angular, React, Vue and coding in Microsoft Visual Studio.
- Experience in agile development environments and scrum product management methodology.
- Extremely organized with the ability to work both independently or as part of a cross-functional team.
- Knowledge of collaborative tools such as Slack, Jira and Atlassian's Confluence.

CERTIFICATES

The Interaction Design Foundation

- Design for the 21st Century with Don Norman
- Journey Mapping
- Agile Methods for UX Design
- Conducting Usability Testing
- User Research – Methods and Best Practices
- Design Thinking: The Beginner's Guide
- Become a UX Designer from Scratch

EDUCATION

Master's Degree: MSc. Computer Software - Azad University of Zanjan (GPA: 8.8/10) Sep 2014 - Sep 2016

Bachelor's Degree: BSc. Information Technology - Payamenoor University of Zanjan

VOLUNTEER EXPERIENCE

WorldSkills Faculty Member

- Engaged as a key platform Expert, providing support for skills development and facilitating impactful projects globally, promoting positive change in communities worldwide.

User Interface/User Experience and Graphic Design Instructor

- Iran Technical & Vocational Training Organization Skills Competition's Champions
- The Academic Center for Education, Culture and Research University Students

EXPERTISE IN THE WORLDSKILLS COMPETITIONS

UI/Graphic Design Technology Mar 2007 – Present

- 10+ years of experience as a WorldSkills expert, serving as a judge, mentor, and trainer for candidates.
- Considered one of the leading experts in WorldSkills competitions and have been invited to be a part of multiple WorldSkills competitions as an expert in the past 10 years.

OTHER ACHIEVEMENTS

3rd Place, II International Festival of Design "Krasny Prospekt," - May 2018

1st Place, 42nd WorldSkills International Graphic Design Competition, WorldSkills Leipzig - May 2013

1st Place, 8th Iran National Skills Graphic Design Competition, IranSkills - Apr 2008

LANGUAGES

English: C1 - Proficient User

German/Deutsch: A1

Turkish: B2

Persian/Farsi: Native