

Shaahin Ettefa

A multidisciplinary designer and entrepreneur with 6 years of professional experience in data-driven development of creative solutions, currently working as a UX/UI designer seeking out new opportunities to employ my diverse experiences.

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Skills & Tools

Core skills

- Creative Ideation
- UX design
- Wireframing
- Prototyping
- Storyboarding
- Motion design
- Interaction Design
- UI Design
- 3D animation

Digital tools

- Figma
- Adobe XD
- After Effects
- Illustrator
- Photoshop
- Lottie
- Sketch
- Cinema 4D
- Webflow

Education

Advanced Design Thinking

IDEO U, 2020

Human-centered Service Design

IDEO U, 2020

Bachelor of Fine Arts - BFA

University of Art, 2008 | Tehran

Work Experience

UX/UI Designer

March.2021 -Sep.2022 | High Performance Nutrition Inc, Costa Mesa | Full Time

- Responsible for designing user flows, wireframes, prototypes, high-fidelity visuals, and motions for digital experiences to inform customers about our wellness products based on business goals.
- Ensure the delivery of best solutions to clients based on our company's concept and strategy through collaboration with other roles such as product manager, UX designers, copy writers, and developers.
- Optimizing performance of websites through split-testing procedures and applying findings to related projects.
- Managing freelance UI designers to ensure that we complete the project on-time.

UX/UI & Motion Designer

Aug. 2020 - Present | Shaahin Ettefa Studio, Costa Mesa | Freelance

- Conducting user experience research including usability testing, as well as comparative and competitive analyses to make strategic recommendations for improving visuals and user interface.
- Developing creative solutions and data visualization for different companies and institutions such as UCLA and Omid Organization.
- Creating design system and brand visual identity including logo, typography, color palettes, and icons in an iterative data-driven process with input from well-defined focus groups.

Co-Founder & Product Designer

Oct. 2018 - Aug 2020 | Duetream LLC, Los Angeles | Full Time

- Attracted 6-figure startup funding for my fashion startup idea.
- Increased conversions by 86% at a lower cost by identifying problems and generating innovative solutions through research after the product launch.
- Created a style guide, wireframes and prototypes, and designed the user interface for the product launch.
- Collaborated with designers and copy writers to create unique campaigns for social media, email and print pieces.

Work Experience

UX Visual Designer

Oct. 2017 - Oct. 2018 | Unicolors Inc, Los Angeles | Full Time

- Worked closely with stakeholders and designers to add visuals to their website and deliver user-centric, pixel-perfect, and accessible user experiences.
- Updated content and user interface on a daily basis for tight publishing deadlines.
- Worked closely with stakeholders to design seasonal fabric patterns for different collections.

Art Director & Visual Designer

Jan. 2013 - Sep. 2017 | Zeeen, Paris, Tehran | Full Time

- Managed a team to create and organize a community and discovered forgotten crafts.
- Held different meetings and workshops to help artisans to come up with new designs for modern interior projects.
- Enhanced artisan's life significantly by empowering and helping them to feel needed again and to find their purpose.