Newsha Karimi *Product designer*

Tehran, Iran

Work experience

Product Designer (Full time)
Rad Holdings | Tehran, Iran

Mar 2022 - Present

Mapping 9 services for managing crypto assets and finalized the MVP version of the first application.

- Assessed +30 products and user research from +10 different channels.
- Produced wireframes, UI libraries, and +200 pages also constructed and maintained a comprehensive and standard design system with 5 segments for creating consistency across 9 different products and services.
- Enriched designs with introduced +5 creative components for the target persona.

Senior UI/UX designer (Full time, Remote)
Smile IT Solutions | London, UK

Nov 2020 - Mar 2022

Improving and advancing existing designs for a mobile application geared towards engineers, also a desktop application for managers (approximately: 3,500 users)

Suggested different design solutions for a problem and redesigned the app's pages to reached a 78% completion rate.

- Designed +30 new features and maintained UI kits.
- Developed a comprehensive brand book for one of the sub-brands.
- Assessed user interaction and redesigned based on user data resulting in an 80% increased in user engagement.

Worked closely with the development team to ensured that final implementation similar to designs, causing a 12% enhancement in usability.

Senior UI/UX designer (Freelance)
Wizard palette | Tehran, Iran

Jan 2019 - Oct 2020

Drafted innovative solutions for artists and established a mobile application and a website contains +8000 artworks.

- Determined 4 user personas each possessing user flows and user journeys.
- Sketched wireframes(+200 pages), also mapped out user interactions and prototypes.
- Reached 92% user retention by validating user flows with usability testing.

Ideating and providing +50 sketches for the brand's logo.

Skills

UX Research

User Centeric design

Brand identity design

UI/UX design

Agile methodologies

Html / CSS

Digital Painting

Wireframing & prototyping

Tools

Figma

Adobe XD

Adobe Photoshop

Adobe illustrator

Adobe After effect

Blender

Cinema 4D

UI designer (Part-time)

Mar 2020 - Aug 2020

Spring Holdings | Los Angeles, California, United States

Building websites and reusable templates for +30 businesses in different fields.

Conducting 2 research methods in different areas about users and business needs.
Performing a usability test utilizing the heuristic evaluation method with 20 metrics.

UI UX designer (Part-time)

Feb 2020 - Jul 2020

Hihab | Tehran, Iran

Created IOS and PWA mobile application to tracking habits.

Carried out UX research, visual evaluation, and benchmarking of over 8 products ,
which led to the identification of 2 distinct personas.
• Schemed low, medium, and high fidelity wireframes (+300 pages)
• Developed Prototypes and tested with +5 of the prospective users.
Creating other graphical assets such as a brochure, logo motion, and +50 illustrations.

Junior UI designer (Full-time)

Oct 2019 - Dec 2019

Graph | Tehran, Iran

Created a control panel that prevents employees' computers from being infected by malicious files with 20,000 users.

Analyzing 5 top competitors' SWOT and the interfaces then collaborating with the
product manager to defining user stories.
• Built final design using 15 components of the Ant design system.
• Collected and analyzed data and achieved an 89% successful completion rate.

Additional information

Language certificate: **Academic IELTS 6.5**

Third Language: **French A2**

Education

Agile methods for UX design
Interaction design foundation

Data-driven design
Interaction design foundation

Accessibility
Interaction design foundation

User Research
Interaction design foundation

UX management
Interaction design foundation

Emotional design
Interaction design foundation

Information visualization
Interaction design foundation

Introduction to front-end
Meta