



Professional Profile

I am a junior user experience designer who enjoys strategizing concepts, developing designs, and pushing the boundaries of creativity. I have recently been working on the research and redesign of an online e-commerce store, in order to enhance the user experience, as well as the user interface of the website.

Core Skills

- Mood Boarding
- Problem Solving
- Web Design
- Organisation
- Sketching
- Creativity

Education

- **UX Design Professional Certificate** | Coursera: Google
- **BA (Hons) Architecture RIBA Part 1** | University of Westminster
- **A Levels** | 4 Subjects Grade A* - A in Biology, Maths, Physics, Persian
- **GCSES** | 13 Subjects Grade A*- A

Career Summary

May 2022 - Sep 2022

Dentocare Ltd
Junior UX Designer

Key Responsibilities

- Conducted user research & testing & aided with the new design & the upgrade of the existing company website
- Planned & wrote the microcopy of the new site to simplify the the navigation & content of the website
- Created Low-Fi wireframes of the website, helping to organise & visualise a new & improved layout

Apr 2021 - Present

Dentocare Ltd
Digital Marketing Executive

Key Responsibilities

- Participated in marketing strategy meetings & presented new design ideas & plans for the company websites
- Maintained and optimised websites, through backlinks & meta description management
- Produced well written & engaging new content for blogs, as well as designing new marketing banners & posters
- Worked closely with customer service & operations to solve & manage stock/inventory & customer queries
- Provided weekly KPI reports using Google Analytics to draw conclusions
- Ran & measured the success & conversion rates of newsletter campaigns & new promotions

Jun 2020 - Sep 2022

Diwan Property Development Ltd
Architectural Assistant

Key Responsibilities

- Produced hand drawings & digital sketches to illustrate new design ideas
- Worked in a team to present & deliver a project plan to the client

Jan 2020 - Jan 2022

Sophie Nguyen Architects
Architectural Assistant

Key Responsibilities

- Researched & worked with potential customers & clients
- Helped to develop the company marketing strategy through the aesthetic design & reorganisation of the company website

Jul 2015 - Mar 2016

Oxfam
Design Volunteer

Key Responsibilities

- Worked in a team to arrange and design promotional displays
- Promoted understanding of the charity through digital posters
- Reorganised and modified shop layout to boost public engagement

Additional

Hobbies & Interests

Baking, Creative Writing, Designing, Photography, Travelling, Sketching

Software

Adobe Creative Suite, Adobe Magento Commerce, Adobe XD, Figma, Microsoft Office, Miro, Sketchup

Languages

English, Persian