

ALI REZAJOO

San Antonio, TX

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Education

Jan 2018 - present

Bachelor of Business Administration in Computer Information System
Texas A&M University

Feb 2008 - Feb 2012

Bachelor of Information Technology and Communication
Tehran University of Applied Science and Technology

Experience

Jul 2017 - Present

Freelancer

UI UX Designer - Rezajoo.com

- Collaborated with clients to design and develop various websites, mobile apps, marketing landing page, and multimedia products through iterative design process
- Conducted, analyzed and evaluated usability testing, A/B testing, heuristic evaluation, surveys, focus group and brainstorming meetings

Jul 2017 - present

COIPI (Children of Imprisoned Parents International)

Volunteer UI UX Designer (Remote)

- Guided Product owner in developing, improving value and reducing cost
- Redesigned and launched the responsive website using (HTML5, CSS3, Joomla CMS, Adobe Photoshop, and Sketch) in English and Persian
- Provided ideas and researched to facilitate best UX practices
- Designed and developed user stories, personas, wireframes and interactive prototypes

Jul 2014 - Jul 2017

Forsat-Emrooz Newspaper

UI UX Designer

- Designed and developed website, sub-services, and marketing landing pages
- Improved usability through observation and user interview (Google Analytics, Hotjar)
- Managed team and organized timeline and strategy for the website, email marketing, and social media channels utilizing (Mailchimp, Hootsuite, and Trello)
- Managed SEO, analyzed and increased users on the website (on-page, off-page SEO)
- Designed corporate identity, graphics, and guidelines (Adobe Photoshop, Illustrator)

Sep 2014 - Feb 2016

GSM Group

UI UX Designer

- Redesigned responsive website and marketing landing pages
- Restructured categories, subjects, and navigation through card sorting and survey
- Developed personas, wireframes, lo-fi to hi-fidelity prototypes utilizing (Balsamiq, Axure)
- Conducted, analyzed, and reported results of usability testing and heuristic evaluation
- Collaborated closely with frontend and backend team in the Scrum environment

Experience

Jan 2013 - Sep 2014

Peyk-Bartar Media Group

UI UX Designer

- Designed four high-rank websites and two mobile apps
- Worked directly with UX director and product manager to increase value, accessibility, usability, and desirability of product for users and business goals
- Developed interactive prototypes to test ideas and communicate them internally and externally (Balsamiq, Axure, Marvel app, HTML, CSS, jQuery, Bootstrap)
- Assisted UX director during various usability testing and meetings

Skills & Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver, Atom
- Adobe Flash, Animate
- Adobe XD
- Sketch
- HTML, Semantic HTML5
- CSS3
- Bootstrap, UI Kit
- JavaScript
- Balsamiq
- Axure RP
- inVision, Marvel APP
- Hotjar, Crazy egg
- WCAG, Section 508 Compliance
- User Interface Design
- User Experience Design
- User Research
- Usability & Heuristics Evaluation
- Information Architecture
- Graphic Design
- Wireframe
- Prototyping
- Google Analytics & Webmaster
- SEO (On & Off page)
- Joomla, Wordpress
- Mailchimp, Hootsuite
- Git/Github
- Agile Methodology / Scrum
- Trello, Redmine & Asana

Certifications

2017 - present

University of Michigan - EDX

Micro Master in User Experience Research and Design

- [Introduction to User Experience Course](#)
- [Principles of Designing for Humans Course](#)

2017 - 2018

University of San Diego - Coursera

- [Designing, Running and Analyzing Experiments Course](#)
- [Information Design Course](#)
- [Input and Interaction Course](#)