

# Ali Rezajoo

UI/UX Designer with +7 years of experience



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Authorized to work in the US for any employer

## HIGHLIGHTS

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- **Primary Skills:**
  - User Interface Design: Adobe Photoshop, Adobe Illustrator, Sketch
  - User Experience Design: Wireframing, Prototyping, Information Architecture, Axure, Balsamiq, inVision, Adobe XD, Principle, Framer, Hotjar, Accessibility Compliance
  - User Research: Persona Design, Observation, Analyze and Measuring Data, Usability, Heuristic Evaluation, Card Sorting, Qualitative and Quantitative Research Methods, Survey
- **Additional Skills:**
  - Web Technologies: HTML5, CSS3, Bootstrap, Responsive Design, UI Kits, Zeplin, JavaScript
  - SEO : On-Page and Off-Page SEO, Google Analytics, Google Tag manager, Google webmaster, Hootsuite, Mailchimp

## SUMMARY

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- Expertise in user interface design for web and mobile apps and redesigning complex projects
- Excellent experience in design and develop wireframes, UI mockups, and interactive prototypes from low to high fidelity
- Experience in measuring and analyzing the effectiveness, efficiency, and satisfaction of products and improving through the iterative design process
- Proficiency in conducting usability tests, track goals and prepare reports for managers
- Expertise in the design process and design thinking, human-centered design, and user experience best practices
- Perfect collaboration with cross-functional teams throughout the design process in agile/ Scrum environments
- Strong organizational skills, with a proven ability to manage multiple projects simultaneously
- Awarded “Iranian web and mobile festival” for Architecture and local business directory projects at Peyk-Bartar Media Group in 2014

## EDUCATIONAL QUALIFICATION

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- Bachelor of Business Administration in Computer Information System, Texas A&M University
- Bachelor of Information Technology and Communication, Tehran UAST

## TRAININGS/ CERTIFICATION

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- Micro Master in User Experience Research and Design (University of Michigan - EDX)
- Interaction Design and Analyzing Experiments (University of San Diego - Coursera)
- Certificate of Membership and UX Training course at Interaction Design Foundation

## PROJECT EXPERIENCE

Freelancer, San Antonio, TX

Sep'17 to Sep'18

### Project 1: Ghabouli (Mobile App)

May'18 to Sep'18

Role: UI/UX Designer

**Description:** Ghabouli is online prep tests series with more than +100k active users which uses advanced data analytics to help students prepare for college entrance examinations. Ghabouli provides tests covering questions from all topics for college entrance test, reports to reflect score, accuracy, and speed, which helps users to know where they stand and track their progress.

Team Size: 15

**Responsibilities:**

- Analyzed and observed current user experience and improved navigation, IA and usability
- Conducted usability and heuristic evaluation test
- Designed and developed mobile app wireframes and interactive lo-fi to hi-fi prototypes
- Redesigned and restructured user interface and improved efficiency of the product

**Environment:** UI Design, Usability Test, User Research, Heuristic Evaluation, Wireframing, Prototyping, Adobe Photoshop, Adobe Illustrator, Adobe XD, Sketch, Principle, inVision, Zeplin, Hotjar, Google Analytics, Google Tag manager, Firebase, Agile/Scrum

### Project 2: 2018 FIFA World Cup Russia Prediction

May'18 to Jun'18

Role: UI Designer

Client: GSM Group

**Description:** GSM Group, a media (online & offline), communication and online business agency. They have been covering international events to increase customer engagement.

Team Size: 4

**Responsibilities:**

- Designed marketing landing pages and prediction pages
- Collaborated with a project manager, front-end developer, and marketing department
- Designed advertisement and social channel graphics

**Environment:** UI Design, Adobe Photoshop, Sketch, Axure, Zeplin, HTML5, CSS3, Bootstrap, Hotjar

### Project 3: Eventmaster (Mobile App)

Dec'17 to Apr'18

Role: UI/UX Designer

**Description:** Eventmaster is a startup, and event technology platform that brings Persian people together in thousands of cities.

Team Size: 4

**Responsibilities:**

- Researched and developed persona and provide reports and documents to a product owner
- Designed logo, graphic elements, and brand visual identity
- Designed wireframes, interactive prototypes, landing pages, and mobile app's interface
- Conducted remote user testing utilizing usertesting.com

**Environment:** UI Design, Wireframing, Prototyping, Adobe Photoshop, Adobe Illustrator, Adobe XD, Sketch, Principle, inVision, Zeplin, HTML5, CSS3, Bootstrap, Hotjar, Usertesting.com, VSTS

### Project 4: A4Baz (Mobile App)

Sep'17 to Dec'17

Role: UI/UX Designer

Client: Falnic - Iran HP

**Description:** A4baz is an online service that matches customers with local professionals, and that is one the fastest growing online platform for ordering home and business services in Iran.

Team Size: 10

**Responsibilities:**

- Designed wireframes and prototypes base on client's documents
- Observed current user activity, similar products to create value for users and business
- Redesigned user interface and restructured navigation

**Environment:** UI Design, User Research, Wireframing, Prototyping, Adobe Photoshop, Adobe XD, Sketch, inVision, Zeplin

**Role: UI / UX Designer**

**Description:** GSM Group is a popular media (online & offline), communication and online business agency. GSM is the premier destination for tech product reviews, news, price comparisons and videos in the Iranian market. GSM provides information and advice that help users decide what to buy.

Team Size: 25

**Responsibilities:**

- Redesigned website and marketing landing pages
- Analyzed data, and improved user experience and usability of the website
- Developed personas, wireframes, lo-fi to hi-fidelity prototypes
- Collaborated with front-end and back-end developers and marketing department
- Increased unique visitors over 200,000 visits per day after launching the new version

**Environment:** UI Design, User Research, Usability, Wireframing, Prototyping, Adobe Photoshop, Adobe Illustrator, Axure, Balsamiq, HTML5, CSS3, Bootstrap, Hotjar, Scrum, Jira

**Role: UI/UX designer - Webmaster**

**Description:** Forsat-Emrooz daily is a Persian newspaper that covers and analyses contents related to Iran's private sector economy. The daily covers stories and articles in the various field of economics, namely marketing, advertising, sales, investment, management, and the stock market.

Team Size: 5

**Responsibilities:**

- Designed and developed the newspaper's website, sub-services, and marketing landing pages
- Managed website and organized daily content, email marketing, and social media channels
- Improved SEO, and boosted Alexa rank and website visitors by 50% in the first three months

**Environment:** UI Design, User Research, Prototyping, Adobe Photoshop, Adobe Illustrator, Axure, Balsamiq, HTML5, CSS3, Hotjar, Hootsuite, Mailchimp, Joomla CMS, Trello

**Project 1: Dunro****Dec'13 to Sep'14****Role: UI/UX Designer**

**Description:** Dunro is the biggest internet database to search and involve in various market categories with local advertising competency with having information for more than 500,000 businesses and services in Iran. Dunro is a social network that allows users to share their locations and experiences with their friends and create a record of them on their list.

Team Size:15

**Responsibilities:**

- Analyzed and evaluated users and worked with UX director on improving the user experience
- Assisted UX director during usability testing, interviews and research
- Designed wireframes, lo-fi to hi-fi interaction prototypes
- Tested and measured and improved prototypes
- Redesigned and restructured website and mobile app

**Environment:** UI Design, User Research, Usability, Wireframing, Prototyping, Axure, Balsamiq, HTML5, CSS3, Bootstrap, Scrum

**Project 2: Chidaneh****Jun'13 to Nov'13****Role: UI Designer**

**Description:** Chidaneh is a platform for home remodeling, architectures, and interior designers, providing people with everything they need to improve their homes from start to finish. Chidaneh connects millions of homeowners, home design enthusiasts, home improvement professionals, buy products and hire the professionals they need to help in Iran.

Team Size: 10

**Responsibilities:**

- Explored and researched for similar products
- Guided product owner to create better values for product
- Redesigned website and evaluated a new version of the website
- Collaborated with developers based on Drupal CMS

**Environment:** UI Design, Research, Adobe Photoshop, Wireframing, Balsamiq

**Project 3: Bartarinha****Jan'13 to Mar'13****Role: UI Designer**

**Description:** Bartarinha is a Persian daily source that publish and distribute content produced daily such as updates, alerts, news, blog posts, videos on myriad topics across all industries and fields.

**Team Size:**5

**Responsibilities:**

- Researched and observed users and similar websites
- Redesigned and restructured website and mobile app

**Environment:** UI Design, Research, Adobe Photoshop, Wireframing, Balsamiq

**Bisoton Ltd., Tehran, Iran****Mar'10 to Dec'12****Role: Visual Designer**

**Description:** Bisoton is a web and graphic design studio. The studio offers design and development services across various verticals like branding, advertising, graphic design, animation, web design, visualization, and interactive media. They helped clients across several disciplines to create effective visual identities and communication platforms.

**Team Size:** 8

**Responsibilities:**

- Designed various website templates for small and mid-range companies
- Designed interactive multimedia products by Adobe Flash
- Developed and customized websites through the Content Management System (CMS)
- Collaborated closely with the internal team and clients to complete interface processes
- Worked with the SEO team and improved SEO rank through content management and metrics

**Environment:** Joomla CMS, Wordpress, HTML, CSS, Adobe Photoshop, Adobe Flash, SEO