

## Ali Rezajoo

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Authorized to work in the US for any employer

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### Skills and Tools

User Interface Design(+7 years), Graphic Design(+5 years), User Experience Design(3 years), Usability (3 years), User Research(3 years), Heuristics Evaluation(2 year), Wireframing(3 years), Prototyping(3 years), Scrum (2 years)

Adobe Photoshop(10 years), Adobe Illustrator(2 years), Adobe Dreamweaver(+7 years), Adobe Flash/Animate(2 years), Adobe Experience Design(1 year), HTML(+7 years), CSS3(7 years), Bootstrap(5 years), Joomla CMS(+7 years), JavaScript(1 years), Balsamiq(3 years), Axure RP(3 years), Marvel App(2 years), inVision(1 year), Mailchimp(2 years), Hootsuite(2 years), Hotjar(3 years), Google Analytics & Webmaster(5 years), SEO(3 years), Trello(2 years), Redmine(2 years), Asana(1 Year)

### Professional Experience

#### COIPI (Children of Imprisoned Parents International)

Volunteer UI / UX Designer (Apr 2017 – Present) - Remote

COIPI is an independent organization that believes that human rights include children's rights.

- Guided a product owner and volunteer developers to create high-value website
- Analyzed and improved online users behavior on website to increase the donation contribution
- Redesigned and updated website in English and Persian language

Environment:

UI Design, UX Design, Usability, User Research, Heuristic Evaluation, Wireframing: Adobe Photoshop, HTML5, CSS3, Balsamiq, Joomla CMS, Hotjar, Google Analytics & Webmaster, SEO, Trello

#### Forsat Emrooz Newspaper

UI/UX Designer (Jul 2014 - Sep 2016) – Full time / (Oct 2016 - Jun 2017) Remote

Forsat Emrooz daily contains about the economy, management and marketing articles in Iran.

- Launched the newspaper website and daily price website
- Directed and trained content and developer team
- Improved website SEO and achieved more than 25,000 visitors per day in first year
- Awarded the best economy newspaper website in the Iranian annual web awards in 2015

Environment:

UI Design, UX Design, Usability, User Research, Heuristic Evaluation, Wireframing: Adobe Photoshop, Adobe Illustrator, HTML5, CSS3, JavaScript, Bootstrap, Joomla CMS, Balsamiq, Mailchimp, Hootsuite, Hotjar, Google Analytics & Webmaster, SEO, Trello

### **GSM Group**

UI/UX Designer (Sep 2014 - Feb 2016)

GSM is the first technology news website, media and online business agency in Iran.

- Redesigned and restructured a responsive website
- Designed landing pages for international events, covering global news and live blogging
- Tested and surveyed users with usability testing methods
- +25% boosted visitors after redesigning website (+150k users per day)

Environment:

UI Design, UX Design, Usability, User Research, Heuristic Evaluation, Wireframing, Prototyping: Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, HTML5, CSS3, Bootstrap, Balsamiq, Axure RP, Marvel App, inVision, Mailchimp, Hootsuite, Hotjar, Crazy Egg, Google Analytics & Webmaster, Redmine, SCRUM

### **Peyk Bartar Media Group**

UI/UX Designer (Jan 2013- Sep 2014)

Peyk Bartar is one of cultural media activities such as magazine, websites and mobile applications in Iran.

- Redesigned four websites :
  - o Online community about architecture, interior designers (Project: Chidaneh)
  - o Finding the best and closest place for local business on the map (Project: iBartar-Dunro)
  - o Daily news source with global coverage (Project: Bartarinha)
  - o Educational information on pregnancy and baby care (Project: Niniban)
- Researched and analyzed users, market and competitive products

Environment:

UI Design, UX Design, Usability, User Research, Heuristic Evaluation, Wireframing, Prototyping: Adobe Photoshop, Adobe Illustrator, Balsamiq, Axure RP, Marvel App, Hotjar, Google Analytics & Webmaster, SCRUM

### **Bisoton Studio**

UI Designer (Mar 2010- Dec 2012)

Bisoton was the web design, multimedia design and Joomla development team.

- Designed and customized user interface templates for different type of business

- Publicized two designs on 'Web Design Index by Content Magazine #5' (500 creative designs were selected and grouped in more than 20 categories in 2011)

Environment:

User Interface Design, Graphic Design : Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash/Animate, HTML, CSS, Joomla CMS

**Education**

University of Applied Science and Technology (UAST)

B.S in Information Technology and Communication

**Certification**

University of California, San Diego - Interaction Design Certificate