

Ali Rezajoo

UI/UX Designer with 10 years of experience

Charlotte, NC

(210) 480-3101

a.rezajoo@gmail.com

HIGHLIGHTS

- **Primary Skills:**
 - User Interface Design: Sketch, Adobe Photoshop, Adobe Illustrator
 - 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
- **Domains:**
 - Finance & Banking, Information Technology, Business Directory, News and Media, Events and Entertainment, Accounting, Education and E-Learning, Architecture and decoration

SUMMARY

I am a UI/UX Designer with a passion for improving digital products with more than ten years of experience. I designed various web/mobile apps such as financial and banking apps, tax and enterprise portals, community centers(Salesforce platform), event/business directories, news, and education platforms.

- Expertise in user interface design and information visualization
- Excellent experience in design and develop wireframes, UI mockups, and interactive prototypes
- Experience in measuring and analyzing the effectiveness, efficiency, and satisfaction
- Proficiency in conducting usability tests, track goals and prepare reports
- Perfect collaboration with cross-functional teams throughout the design process in Agile/Scrum
- Strong organizational skills, with a proven ability to manage multiple projects simultaneously

EDUCATIONAL QUALIFICATION

- Bachelor of Business Administration in Computer Information System, Texas A&M University
- Bachelor of Information Technology and Communication, Tehran UAST - 2013

TRAININGS/ CERTIFICATION

- 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 courses at Interaction Design Foundation
- Augmented Reality and ARCore Certificate

PROJECT EXPERIENCE

Synechron / Wells Fargo, Charlotte, NC **Sep'18 to Present**
Project 1: Wholesale Banking Tax Portal **Sep'18 to Present**

Role: Sr. UI/UX Designer

Description: Wells Fargo wholesale tax center of excellence including applications integration, a centralized database, and workflow supporting tax life cycle. Wholesale Tax Center of Excellence (COE) is created to establish core technology applications, processes and governance that will ensure Wholesale businesses comply with IRS tax code and foreign CRS.

Team Size: 20

Responsibilities:

- Redesigned and restructured user interface and provided a design system
- Designed wireframes, interactive lo-fi to hi-fi prototypes
- Collaborated with BA team to design, validating, analysis business requirements through the software development lifecycle
- Facilitated UI development, and working with front-end developers to implement the screens and solutions
- Worked with QA team to validate functionalities and solutions
- Conducted interviews with end-users and stakeholders to discover and improve the usability of the product

Environment: UI Design, User Research, Heuristic Evaluation, Wireframing, Prototyping, Adobe Photoshop, Adobe Illustrator, Adobe XD, Axure RP, Sketch, Agile/Scrum

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 an educational platform that transforms textbooks and question banks needed for any exam taker and examiner into an interactive format and allowing individual and class assessments.

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 aim to be a global service for local live experiences and event management which proposes smart offers to people and allows them to find or host events.

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

GSM Group, Tehran, IRAN

Sep'14 to Feb'17

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

Forsat-Emrooz Newspaper, Tehran, Iran

Jul'14 to Jul'17

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

Peyk-Bartar Media Group., Tehran, IRAN

Jan'13 to Sep'14

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 to improving 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 new version of website

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
- Collaborated with developers base on Drupal CMS

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, advertising, graphic design, animation, web design, visualization and interactive media.

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 Content Management System (CMS)

- Collaborated closely with internal team and clients to complete interface processes
 - Collaborated with SEO team and improved SEO rank through content management and metrics
- Environment:** Joomla CMS, Wordpress, HTML, CSS, Adobe Photoshop, Adobe Flash, SEO