

ZAHRA FARZANEH

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SUMMARY

User-centered UX/UI Designer with 4+ years of experience in UX research, interactive prototyping, and accessibility-focused design. Skilled in developing user-friendly digital learning solutions, instructional design, and improving student engagement. Passionate about designing interactive learning experiences that support diverse learners.

WORK EXPERIENCE

Locamart | Toronto, Ontario, Canada

Product Designer | 11/2024 – Present | Contract

Locamart is a platform connecting local businesses with customers seeking culturally rooted products and services

- Conduct user research and usability testing to identify pain points and improve the platform's user experience.
- Design intuitive, user-friendly interfaces that enhance engagement for both business owners and customers.
- Collaborate with cross-functional teams to refine product features and optimize the platform's functionality.
- Develop wireframes, prototypes, and high-fidelity designs to ensure seamless user interactions.
- Apply data-driven insights to create design solutions that support local businesses and improve customer satisfaction.

Altum Black | New York, USA

UX/UI Designer and Researcher | 01/2024 – 10/2024 | Contract

Altum Black offers a SaaS platform that integrates data from various business areas to provide actionable insights and improve decision-making.

- Conduct user research and usability testing to enhance AI-powered decision intelligence platforms.
- Design high-fidelity interactive prototypes in Figma, ensuring seamless user experience and accessibility.
- Collaborate with cross-functional teams to refine workflows and improve user engagement.
- Utilize comparative and competitive analysis to identify opportunities for UX improvements.

Chef Koochooloo | San Francisco, USA

UX Researcher | 01/2023 – 04/2024

Chef Koochooloo is an NSF award-winning company that provides a curriculum and tech platform teaching kids STEAM and social responsibility through cooking.

- Led UX research that secured a \$1M grant for educational innovation.
- Conducted usability testing, comparative analysis, and persona development.
- Designed accessible, WCAG-compliant digital learning tools.
- Developed wireframes and interactive prototypes for improved user engagement in educational applications.
- Designed an interactive STEM learning platform for diverse student populations

Upwork | San Francisco, USA

UX/UI Designer and Researcher(Freelance) | 06/2021 - 01/2023

- Designed user-friendly digital learning tools and platforms for education, retail, and SaaS industries.
- Conducted user research, usability testing, and competitive analysis to translate user requirements into engaging UX/UI solutions.

- Improved student engagement and reduced support requests by 25% through better interaction design.
- Applied research insights to design consistency: Developed cohesive design languages, ensuring visual and functional alignment based on user feedback and usability testing.
- Managed multiple projects simultaneously, prioritizing tasks based on project timelines and stakeholder needs.
- Integrated latest trends and technologies: Applied current design trends and emerging technologies to ensure innovative and effective research solutions.

SKILLS & TOOLS

TECHNICAL & UX DESIGN SKILLS

- **User Research:** Quantitative & Qualitative Research, Surveys, Interviews, Contextual Inquiries
- **Design Artifacts:** UX Wireframes, Interactive Prototypes, High-Fidelity Designs, User Journey Maps, User Flows
- **Information Architecture:** Card Sorting, Affinity Mapping
- **Persona Creation & Scenario Development**
- **Usability Testing:** Heuristic Evaluation, A/B Testing
- **Competitive Analysis & Business Research**
- **AI & UX:** Integrating AI insights into design
- **Rapid Prototyping & MVP:** Developing and testing prototypes to validate design concepts efficiently
- **Agile & Cross-Functional Collaboration**

DESIGN & DEVELOPMENT TOOLS

Design Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InVision

Basic Front-End: HTML, CSS

PROJECT MANAGEMENT & DIGITAL LEARNING

Project Management: Trello, Slack, Notion, Google Suite, Miro

Instructional Design & eLearning: LMS, Online Courses, Interactive Training

Digital Learning Solutions: Job Aids, Video Tutorials, Virtual Training

EDUCATION

- UX Design Professional | Google
- Master of Arts in Psychology | Shiraz University
- Bachelor of Arts in Education | Shiraz University
- UX & UI Design Bootcamp | UXland School

OTHER EXPERIENCE

- Personal Banker | PNC Bank | San Carlos, CA | 2021-2022
- Teller | Wells Fargo | San Carlos, CA | 2020-2021
- Founder and Principal | Rahe Saadat Private School | Shiraz | 2016-2020
- Instructional Designer and Researcher | Rahe Saadat Private School | Shiraz | 2015 -2016

HONOR

- Awarded \$1 Million Grant as part of UX Research Team | Education Web App, San Francisco, CA
- Top Student, Master's Degree in Psychology