Samaneh Hajihossein

UI & UX Designer

PROFESSIONAL SUMMARY

An experienced UI/UX Designer with a strong background in Enterprise, B2B, B2C, SaaS, and Fintech industries. Dedicated to crafting user-centered solutions that positively impact users' lives. With 14 years of Graphic Design experience, I deliver a refined touch in UI and Visual Design, considering typography, color palettes, and layouts.

EDUCATION

- B.A Fine Arts

Sooreh Art University - *Tehran / Iran*, *2000 - 2004*

CERTIFICATION

- UX Web Analytics - *Linkedin Learning, 2023*
- Journey Mapping - *Linkedin Learning, 2022*
- Conducting Usability Testing - *IxDF, 2021*
- User Research – Methods and Best Practices - *IxDF, 2021*
- Information Visualization - *IxDF, 2020*
- Mobile User Experience (UX) Design - *IxDF, 2020*
- UI and UX Design Specialization - *CalArts (Coursera), 2019*

HARD SKILLS

Design:

- Low & high-fidelity prototyping • Sketching
- wireframing • mock-ups • User journeys • Work Flows
- Task Analysis • Site maps • Visual Design • Persona Creation • Information Architecture • Design System Development • Data Visualization • System Analysis
- Web, Mobile & Desktop Applications

Quantitive Research:

- Surveys • Data Analysis • A/B Testing • Card Sorting

Qualitative Research:

- Observation • Heuristic Evaluation • Usability Testing

SOFT SKILLS

- Collaborative Approach • Problem solver • Autodidact
- Independent • Team Player • Leadership

TOOLS

- Figma • Adobe XD • Miro • Axure RP • Zeplin
- Invision • Balsamiq • Usertesting • Hot Jar • Maze
- Adobe Illustrator • Adobe InDesign • Jira • Trello

LANGUAGES

- Persian (Native)
- English (Fluent)
- Turkish (Intermediate)
- Arabic (Basic)

CONTACT

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- Samaneh Hajihossein
- www.samdesigns.info
- Based in Istanbul

PROFESSIONAL EXPERIENCE

Regno (Tourism - Turkey)

UI/UX Designer . *Dec 2022 - May 2023 (Contract)*

- Collaborated with cross-functional teams to conduct a comprehensive market analysis; identified key consumer trends and preferences that informed product development and boosted sales by 15%.
- Researched user personas, Information Architecture, and user needs through surveys, leading to more user-centered design solutions.
- Designed mobile and desktop applications from scratch, collaborating with engineers to deliver highly functional and visually appealing designs.

Skilla (Specialized Collaborating Media - USA)

UI/UX Designer . *Jul 2022- Jan 2023 (Contract)*

- Worked directly with Product Owner to align with business needs and developed a user-centered social networking platform from scratch, resulting in increased user engagement and satisfaction.
- Created user journeys, wireframes, and site maps to ensure intuitive and easy-to-use flows for time-constrained target users.
- Engaged in brainstorming sessions with the team to deliver an enhanced user experience.

Yes Doctor (Health Care - USA)

UI/UX Designer . *Mar - Jul 2022 (Contract)*

- Redesigned workflows and user journeys, achieving a 68% increase in task completion speed, improving overall user experience and reducing confusion.
- Developed new mobile and web interfaces based on user needs, resulting in improved usability and engagement.
- Improved and developed the Design System, leading consistency and efficiency in design processes.
- Designed a user-friendly and feature-rich calendar module for the product, enhancing functionality and user satisfaction.

Narin Homes (Real estate - Turkey)

UX Designer & PMO . *Nov 2021 - Mar 2022 (Contract)*

- Collaborated closely with stakeholders to gain a comprehensive understanding of business requirements and align design solutions accordingly.
- Conducted benchmarking and analyzed best practices to optimize design strategies.
- Organized user research via surveys, gaining insights into user personas, Information Architecture, and user needs, informing design decisions.
- Led the end-to-end design process, overseeing the coordination of the Front-end team and managing the project, resulting in successful and timely delivery.

TriAset (Fintech - Malasiya)

UI/UX Designer . *Aug 2020 - Dec 2021 (Full Time)*

- Revamped a Treasury product, prioritizing enhanced User Experience, leading to a 57% decrease in support calls.
- Designed high-fidelity prototypes for a new trading product, enabling effective user testing and validation.
- Agilely collaborated with Product Owners and the Engineering team, delivering efficient and user-focused solutions.
- Developed personas, designed wireframes, and performed task analysis, optimizing user experience flows and enhancing product usability.

Hamfekran (Information Technology - Iran)

UI/UX Designer . *Mar - Aug 2020 (Full Time)*

- Worked on over 6 B2G and B2B projects' work cycles, visual and user experience design, and improving information architecture for mobile and desktop applications and dashboards resulting in improved user engagement and satisfaction.
- Facilitated workshops for stakeholders, effectively conveying the importance of user experience and user research, fostering a user-centric mindset.
- Managed the Front-end team, ensuring seamless collaboration and efficient project delivery.

Clarity Global (Enterprise Solutions - Australia)

Intern UI/UX Designer . *Nov 2019 - Mar 2020 (Full Time)*