

Shirin Semsar

I am a T-shape UX designer, specializing in visual design, I find **simple** solutions for complex problems to make products **user-friendly, beautiful, and enjoyable.**

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Experiences

Product Designer (UI UX)

LexisNexis - Raleigh | August 2022 - Now

- Work within brand guidelines to create layouts that reinforce a brand's voice through its visual touchpoints
- Design user-centered interaction models, wireframes or screen mockups
- Closely collaborate with IT and business teams to solve complex issues, like interaction models and data visualization
- Create and organize production assets
- Ensure assets are consistent and compatible across various devices
- Work with a component library
- Work on marketing items, presentation materials and interactive event materials
- Juggle multiple projects while effectively managing timelines and expectations

Product Designer

UCI Institute for future health - Irvine | April 2021 - December 2021

- Collaborating with professors, scientists, Ph.D. students, and other IFH members to gather all the data for IFH presentations.
- Maintained WordPress website by updating content, implementing new technology and monitoring performance and create custom web pages from WordPress themes
- Managing slack channel, events, conferences and online webinars

Product Designer

ElectrifAi - New York City | July 2019 - Dec 2019

- Created design team to make Saas Ai/ML based products (ContractAi- SpendAi- BrandAi- SplashAi- Revenue CycleAi-ImageAi)
- Developed, documented and train and design process for product owners and developers to follow direction as necessary steps such as making personas, user flows, user stories and such
- Work collaboratively within an Agile process with other UX designer, digital designers, product owners, project managers, Front-end and back-end developers to deliver products

UI/UX Design Instructor

Touro College and CUNY - New York City | Jan 2017 - Jun 2019

Freelance UI UX Designer

Celsius Network Startup - New York City | Dec 2017 - May 2018

- Consulted closely with CEO, CTO to outline website goals, made wire-frames, site functionality and prototype to complete projects funds signed and raised (**50 Million Dollars**)

Freelance UI Designer

WOW Talent - Hong Kong | Sep 2016 - Dec 2016

Education

Master's - Web and

Multimedia Design

(GPA: 3.8)

Touro University,

New York City | 2017-2019

Award: \$6000 Dean college

award for Academic

excellence

Bachelor - Computer

Software Engineering

Tehran Azad University,

Tehran | 2006-2010

Award: Winner of Iran's 2010

Web and Mobile Festival

Skills

User Experience Design

UI & Visual Design

Mobile UI (Android & iOS)

Prototyping

Wireframing

Branding

Graphic Design

Illustration

Photography

Digital Print

Tools

Sketch

Figma

Adobe Creative Suite

InvisionApp

Axure

Overflow

Zeplin & Sympli

Front-end Development

UI UX Designer

Farabi Stock Marketing(Xaniis), Tehran | Jan 2012 - Aug 2016

- Researched & studied stocked marketing market that addresses both user behavior attitudes, translated research insights into actionable recommendations that directly address key product and design goals
- Designed end to end web platform and mobile application (Farabixio) and Mobile (Mobixo) /Tablet that changed **company ranking from 28 to 2 in the country**