

# Shirin Semsar

201-496-4283

semsar.sh@gmail.com

[shirinsemsar.com](http://shirinsemsar.com)

[linkedin.com/in/shirinsemsar](https://linkedin.com/in/shirinsemsar)

**Product Designer** who finds **simple** solutions for complex problems to make products **user-friendly**, **beautiful** and **enjoyable**.

## Education

**Master in Web and Multimedia Design** (GPA: 3.8)

**Touro Graduate School of Technology**, New York City | 2017-2019

Award: \$6000 Dean college award for Academic excellence

**Bachelor in Computer Software Engineering**

**Azad University**, Tehran | 2006-2010

Award: Winner of Iran's 2010 Web and Mobile Festival

## Experiences

### Freelance Product Designer

**UCI Institute for future health** - Irvine | April 2021 - Now

- Created all marketing materials including branding, website, graphics, email design, posters, ect ...
- Studied, translated requirements into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences utilizing, Adobe Photoshop, Adobe illustrator, Sketch and iRise
- Expanded all social media accounts such as LinkedIn, facebook, twitter and instagram
- Collaborating with professors, scientists, PHD students and other IFH members to gather all the data for IFH presentations.
- Performed SEO audits and off-page optimization for IFH Website
- Maintained WordPress website by updating content, implementing new technology and monitoring performance and create custom web pages from WordPress themes
- Managing and training newly hired social media interns responsible for company's social media strategy planning and development
- 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
- Assisted General Manager to create a feature roadmap to achieve the company's vision
- 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
- Generated documentation for wireframes, storyboards, prototypes, mock ups, and UI visual assets
- Created and original design solutions for advertising products that support revenue goals
- Collaborated with marketing team, business owners and developers to make a Design System

## Skills

User Interface Design

User Experience

Responsive Design

Sketching

Wireframing

Prototyping

Usability Testing

Mobile App Design

Branding

Graphic Design

Illustration

Photography

Digital Print

## Tools

Sketch

Invision

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Figma

Zeplin

Axure

Sublime

Visual Studio

## Programming

HTML5 / CSS3 / SCSS

JavaScript

jQuery

PHP

## UI/UX Design Instructor

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

- Teaching Web Design I-II-III (Basic - advanced) in Undergrad school
- Teacher assistant in Web and Mobile development for Graduate program

## Freelance UI UX Designer

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

- Analyzed, studied & understood crypto company applications, business domain data requirements
- 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)**
- Created all marketing materials including corporate identity, branding, catalogs, advertising such as White Paper, one paper, catalogs, Business card, swags, etc and trade show graphics
- Maintained WordPress website by updating content, implementing new technology and monitoring performance and create custom web pages from WordPress themes
- Gathered feedback from teams and followed an iterative process using Visio and Keynote

## Freelance Product Designer

**WOW Talent** - Hong Kong | Sep 2016 - Dec 2016

- Translated requirements into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences utilizing, Adobe Photoshop, Adobe illustrator, Sketch and iRise
- Facilitated client's product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products
- Analyzed user stories, flows and input and created wireframes and sketches using iRise and Sketch