

Shirin Semsar

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

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Education

Master in Web and Multimedia Design (GPA: 3.91/4)

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

- Award: Dean college award for Academic excellence

Bachelor in Computer Software Engineering (GPA: 3.5)

Tehran University, Tehran | 2007-2010

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

Experiences

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

Product Designer

WOW Talent -Hong Kong | Sep 2016 - Dec 2016

- Made strategic design and user experience decisions related to core functions and features
- Translated requirements into user flows, wireframes, mockups, and prototypes that lead to intuitive user experiences utilizing Sketch and iRise
- Facilitated client's product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products
- Conceptualized ideas that brought simplicity and delight to the customer using Microsoft Vision, MockFlow and Sketch
- Analyzed user stories, flows and input and created wireframes and sketches using iRise and Sketch

Senior UI UX Designer

Farabi Stock Marketing, Tehran | Jan 2012 - Aug 2016

- Researched and studied stocked marketing market that addresses both user behavior and attitudes
- Translated research insights into actionable recommendations that directly address key product and design goals

Skills

User Interface Design

User Experience Research

Wireframing

Prototyping

Usability Testing

Mobile App Design

Website Strategy and Analytics

Responsive Design

Branding

Graphic Design

Illustration

Photography

Typography

Sketching

Digital Print

Tools

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Corel DRAW

Invision | Marvel

Sketch

Figma

Zeplin

Axure

Sublime

Microsoft office

Visual Studio

Programming

HTML5 / CSS3

JavaScript

jQuery

PHP

- Led UI & UX designer team for the Stock trading platform (Farabix) and Mobile/Tablet that improved company ranking from 28 to 2 in the country.
- Designed user interface for web platform and mobile application
- Established a user interface elements library to describe the visual design, behavior & required code of windows, menus, icons, controls, and tabs and online UI guideline for UI developers
- Designed specific icons for stock platform & made the font-face package
- Planned, conducted, analyzed and presented the results of UX research with various methodologies: including user interviews, usability studies, surveys, and eye tracking
- Tested Mobile application and platform with traders to learn how we could integrate Qualtrics into their workflow and improve the quality of their work
- Continually strive to improve accessibility UX research and design process to deliver better output

UI UX Designer

MTN Irancell, Tehran | Jan 2011 - Aug 2012

- Worked cross-functionally with design, product management, content strategy, engineering and marketing
- Worked closely with product teams to identify research topics that will drive short- and long-term product development
- Summarised of Pearson's user research are provided to Pearson's Manager of Applied Accessibility for use with customer documentation
- Developed and maintained expertise in leading accessibility research
- Partnered with engineers, analysts, and other technical roles to create and share research
- Collaborated with marketing, product management, and product development during design stages and Worked with production teams to make UI & created enhancements to optimize user experience & trained junior designers and developers
- Designed 21 landing pages based on company UI guideline and marketing material

Web/Graphic Designer

Jame Jam Publishing, Tehran | Mar 2005 - Feb 2011

- Redesigned current website to make it responsive for all devices & different browsers
- Designed billboards, eblasts, web ads, magazine ads, print collateral, signage, apparel, brochures, web assets, POP displays and etc
- Designed Logo, brochures, posters, illustrations, in large format printing for in-store and outdoor environments using CorelDRAW Asset production through photo editing, manipulation and resizing
- Report progress and status of assigned tasks and present designs to project teams and management articulating reasoning behind design decisions

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