Qazal sheikholeslami Vaez

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Work Experience

Web Designer | Adicator Digital Marketing Agency

2024

- Collaborated with clients to understand their needs and requirements for website design and marketing materials
- Designed user interfaces and experiences that align with client branding and objectives

UI,UX Designer | Buzzable App

2023

- Conducted user interviews, research, and created an affinity map, empathy map, personas, and user stories to inform the ideation and design process Participated in the processing of project ideas and applications

UI,UX Designer | UX StudioOne - Meethere App

2022

- Conducted user interviews, and research, and created an affinity map, empathy map, personas, and user stories to inform the ideation and design process Participated in the processing of project ideas and applications
- Designed user flows, wireframes, Wireflows, low-fidelity mock-ups, and high-fidelity app prototypes Performed guerrilla usability testing in the sketch phase, one round of usability testing with the prototypes, and developed resulting iterations

UI,UX Designer | UX StudioOne - Teamhive Project Management Dashboard

2021

- Designed a user interface following modern design trends
- Participated in the processing of project ideas and applications
- Designing new wireframes and prototypes for new features
- Implemented an Atomic Design System, documented catalog of components and styles used within the app

Digital Marketing | Novin Sanat Electromotor Trading Company

2020

- Created visual content (videos, images, graphics, and design elements)
- Participated in the processing of project ideas and applications

Intern & Graphic Designer | Institute of Science and Technology

2019

- Created visual content (videos, images, graphics, and design elements)
- Helped to Hold a conference

Organizing Committee Member

2019

1st National Conference on New Approaches in Electrical Engineering, Computer and Communication Technology, Isfahan, Iran

Skills

Design

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe illustration
- Adobe Lightroom
- Miro
- Microsoft Office
- Visual Studio Code

Qualitative Research

- Focus Groups
- Design Evaluation
- Ethnographic Research
- Task Analysis
- Contextual Inquiry
- Semistructured Interview
- Affinity Diagramming
- Heuristic Evaluation

Quantitative Research

- Surveys
- Competitive Analysis
- Data Analysis
- User Research User
- Personas & Flows
- Prototyping Usability
- A/B Testing
- Testing Responsive Web
- Design Design Systems

Programing

- HTML5
- JavaScript
- CSS3
- Python
- React

Languages

- Persian, Native by lingual
- English, Fully professional proficiency

Educational Background

Bachelor of Computer Engineering - Software

Islamic Azad University
2017 - 2022

Certification

- Professional Scrum Master", Amirkabir University of Technology, 2023
- Participating in the "Calligraphy Exhibition, Art Field of Isfahan Province, 2022
- Online Course of "User Experience Design", Google Company, 2021
- Workshop of "HTML CSS Javascript", SheCodes Foundation, 2021
- Workshop of "PHP & Webdesign", Fekre Javan Institute, Isfahan, Iran 2021
- Online Course of "User Experience", UX Land, 2020
- Workshop of "Adobe Illustrator", Narbon Art Academy, Isfahan, Iran, 2019

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