

# SHEIDA JAMALIAN

## User Experience Designer

A UX designer with a software engineering perspective.

### PROJECTS

#### Bedrock AI, Canada (Equity Research Web-Based Portal)— UX Designer

*Redesigning a web-based portal, April 2022 - Present*

- *Redesigning a real-time investment research portal*

#### Muzi (Hiring a Music Teacher Application)— UX Researcher

*Researched to design a teacher finder mobile app, Dec 2021 - Feb 2022*

- Conducted research to dig deeper to uncover users' pain points to create an interactive design resulting in user satisfaction increased by 75%.

#### Fujitsu, Canada (Financial Service Application) — UX Designer

*UX designer, NOV 2021 - JAN 2022*

- Stand by UX designer to design a mobile app to provide financial service for the customers of a bank.

#### Game of Planets (Online Real-Time Strategy Game) — Game UX Tester

*Tested functionality of an online Sci-Fi game, SEP 2021 - OCT 2021*

- Conducted usability tests to optimize the functionality of the game.

#### Shahdeh (Strategic Leader's Website) — UX Designer

*Designed a senior strategic leader's website, JAN 2021 - JUL 2021*

- Developed user personas to improve functionality and usability for the target audience, contributing to a 15% increase in registrations.

#### Foodie Café (Fast Food Application) — UX Designer

*Designed a fast food application, OCT 2020 - JAN 2021*

- Achieved 75% user satisfaction for the ordering process by leading the interaction, visual, illustration, and information architecture design.
- Created interactive design based on the user journey & scenarios.

#### Diba (Sustainable Fashion Website) — UX Designer

*Designed website, SEP 2020 - NOV 2020*

- Reached 70% satisfied users by providing a split payment method and simplified complexity by minimal design.

#### Suzanne Collins (Author's Website Redesign) — UX Designer

*Redesigned website, JUN 2020 - AUG 2020*

- Developed solutions for a new navigation system, resulting in an 80% increase in user satisfaction.

### EXPERIENCE

#### Ericsson, Canada — Software Developer

*Internal portal, MAY 2019 - AUG 2020*

- Conducted End-to-End (E2E) testing using Python while contributing to the quality assurance (QA) department and the product owner.

#### ISHRAI (Iranian Syndicate of HRAC Industries) — Web Designer

*Syndicate website, Aug 2014 - May 2016*

- Achieved 85% activation rate after launching the redesigned website of the syndicate to leverage interaction & optimized visual design.

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### CERTIFICATES

#### Start the UX Design Process:

##### Empathize, Define, and Ideate

Google (Coursera) - 2021

#### Foundations of User Experience (UX) Design

Google (Coursera) - 2021

- User-centered & the design process
- Accessibility & equity-focused design

#### UI/UX Design Specialization

California Institute of the Arts (CalArts)(Coursera) - 2020

- Wireframes to Prototypes
- Strategy & Information Architecture
- UX Design Fundamentals
- User Interface Design

### EDUCATION

#### Internet Programming & Development (A.E.C)

John Abbott College (Canada) - 2019

#### Web and Database Programming (A.E.C)

Vanier College (Canada) - 2016

#### Computer Software Engineering (B.Sc.)

Payame Noor University (Iran) - 2014

### SKILLS

#### Design

- Sketching • Wireframing • Flow Diagramming • Data Visualization
- Prototyping • Storyboarding
- Information Architecture
- Interaction Design

#### Research (Qualitative & Quantitative)

- Observation • Design Evaluation
- Interview • Affinity Diagramming
- Heuristic Evaluation • Surveys
- Data Analysis • A/B Testing

#### Prototyping Tools

- Figma • Sketch • Marvel • Adobe Photoshop

#### Programming

- HTML/CSS • Java • Python • C#
- SQL (Database)

#### Other

- Agile • Jira • Git • Gerrit • Confluence