

# Parastou Mahdavinia

Edmonton, AB | [parastoo.mahdavinia@gmail.com](mailto:parastoo.mahdavinia@gmail.com) | (780) 716-5354 | [LinkedIn](#) | [Portfolio](#)

UX/UI Designer

## SUMMARY OF QUALIFICATIONS

- UX/UI Designer with over two years of experience creating user-centered solutions.
- Leveraging a unique background in engineering, bringing logical reasoning and structured problem-solving, enhancing the ability to develop efficient and intuitive user experiences.
- Skilled in user research, wire framing, prototyping, usability testing, and agile methodologies.
- Proven ability to work on diverse projects, including an e-commerce platforms, with a focus on intuitive user journeys.
- Designing intuitive and engaging user interfaces, eager to bring creativity and analytical skills to a dynamic UX/UI design team.

## SKILLS

### Design Tools

- Figma, FigJam, Unity, Photoshop, Miro, Microsoft Office

### UX Design & Research

- User Interviews, Surveys, Affinity Mapping, Card Sorting, Heuristic Evaluation, Competitive Analysis, Usability Testing, Iterative Design
- Data Visualization, Sketching, Problem-Solving

### Prototyping & Wireframing

- Wireframing, Low-Fidelity and High-Fidelity Prototypes

### Collaboration & Workflow

- Agile Methodologies, Team Collaboration, Style Guides, Communication

### Specialized Skills

- Data Visualization, Sketching, Problem-Solving

## PROFESSIONAL EXPERIENCE

### UX/UI Designer | Freelance –Remote

E-Commerce Jewellery Website

July 2023 – Oct 2023

- Enhanced cross-functional collaboration with fellow team designers by creating a design system that significantly saved time.
- Collaborated within an agile environment with fellow designers to refine user stories, ensuring a clear understanding of design requirements and priorities within two-week sprint cycles.
- Conducted user interviews and extensive research to understand user behaviors, preferences, and pain points, utilizing this data to inform the design process.
- Collaborated closely with stakeholders to actualize user experience and interaction design strategies, ensuring seamless alignment with the overarching company vision.

### UX/UI Designer | Freelance –Remote

E-Commerce Indoor Plants Website

Nov 2022 – Apr 2023

- Conducted extensive market research such as user interviews and competitive analysis to understand the target audience's needs, preferences, and pain points.
- Developed a content strategy to engage users, including product descriptions, care guides, and efficient size guide.
- Conducted usability tests with potential users to gather feedback on the design and functionality.

- Coordinated with interdisciplinary teams to deliver high-quality designs that adhered to project specifications and stakeholder requirements.
- Produced precise technical drawings using Tekla Structures, ensuring accuracy and consistency across all deliverables.
- Managed multiple projects simultaneously, effectively prioritizing tasks and meeting tight deadlines in dynamic environments.
- Collaborated closely with contractors and designers to address challenges and maintain alignment with evolving project needs.
- Balanced technical demands with client expectations, consistently delivering outcomes that met or exceeded quality standards.

## EDUCATION

---

### Advanced UI Design Bootcamp

UXland Online School, Seattle, USA

Sep 2023 – Feb 2024

- Specialized in advanced UI principles
- Completed projects in unity focusing on interactive prototypes

### UX/UI Design Bootcamp

UXland Online School, Seattle, USA

Sep 2022 – Apr 2023

- Completed projects focused on user research, wireframing, and usability testing.

### MSc in Earthquake Engineering

Al Taha Higher Education Institution, Iran

Sep 2013 – Oct 2016

### BSc in Civil Engineering

Shomal University, Iran

Sep 2008 – Oct 2012