Melina Shojaei

UI/UX Designer

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Creative user experience designer with expertise in developing user-friendly UI. Excellent at partnering with product team for bridging the gap between users, development team and key business stakeholders. strong communication skills and great capacity for maintaining a focus on the end user in all aspects of product design.

Experience

Litmus Automation - UI/UX Designer
Nov 2022 - Present

- Creating design assets including wireframes, prototypes, high fidelity designs, competitor analysis and user persona to communicate ideas and gather feedback
- Presenting and Facilitating design walkthrough/brainstorming with developers, product managers, product owners and other key stakeholders to ensure that the user experience of the product meets the needs of the target audience
- Leading the UX design process for LEM (Litmus Edge Manager) product from initial concept for each feature through to final implementation
- Conducting user research and usability testing to gather insights into user behavior and needs, and using this information to inform design decisions
- Developing and maintaining the first and second version of Litmus design system and style guides to ensure consistency across all products
- Monitoring and providing guidance to other UX designers on the team, helping them to improve their skills

Seneca College - Research Coordinator
Jan 2022 - Jan 2023

- Prepared surveys and interview questions to gather information about the project's target audience
- Analyzed the responses and reported the findings to the project manager on a weekly basis
- Prepared and designed wireframes for Seneca's partners platform

ViB Digital - UI/UX Designer - Internship
Sep 2021 - Jan 2022

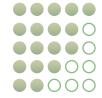**The Stratagem Group - Researcher - Internship**
Feb 2021 – Apr 2021

Education

Seneca College - Toronto, ON
Diploma in Interactive Media Design
2020 - 2021

Software Skills

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
HTML, CSS

Technical Skills

- Excellent understanding of the design process structure
- Strong knowledge and experience designing user flows, task flows and site maps
- Strong ability to create design deliverables such as wireframes, rapid prototyping, sketching
- Solid understanding of personas, competitor analysis, costumer journey, user interviews, usability tests, and other user research methods

Certificates

Google UX Design Professional Certificate
July 2022 - Nov 2022