

SHEIDA MASSOUDI

UX/UI Designer

CONTACT

PHONE NUMBER:
0211861413

PORTFOLIO:
[Sheidam.com](https://sheidam.com)
Password: AAAXXX

EMAIL ADDRESS:
Sheida.massoudi@outlook.com

SOFT SKILLS

Empathy, Creative Thinking, curiosity & continued learning, Problem Solving, Detail-oriented, Teamwork, Agile mindset.

CORE SKILLS

Wireframing & Prototyping, Visual communication & UI, User testing.

SOFTWARE SKILLS



Figma



Adobe XD



Sketch



UXPin



Optimal Workshop



Askable



Miro



Adobe photoshop



Adobe Lightroom

Work Experiences

UX Designer (Aderant)

Sep 2021 – Present

- Conducting weekly meetings with stakeholders to understand their needs and gather feedback on ongoing projects.
- Facilitating effective communication between project managers (PM) and product owners (PO) to delve deep into the application's requirements and devise optimal UX/UI solutions for future designs.
- Employing user-centred design methodologies to address usability challenges and enhance user experiences.
- Utilizing an iterative design approach to continually refine and improve design solutions based on user feedback and evolving project requirements.
- Creating wireframes and prototypes to visualize design concepts and demonstrate proposed solutions to project stakeholders.
- Conducting usability testing sessions to assess the usability and effectiveness of design solutions, incorporating user feedback into the design process.
- Collaborating closely with cross-functional teams, including product manager, /Business Analyst, Product owner and other designers, to ensure seamless integration of design solutions into the development process.
- Prioritizing accessibility considerations in design to ensure that products were usable by individuals with diverse needs and abilities.
- Creating detailed design documentation, including design guidelines, style guides, and design specifications, to ensure consistency and clarity in design implementation.
- Effectively managing project timelines, milestones, and deliverables to ensure that design projects were completed on time and within scope.
- Trained new-hired designers, providing guidance and support to help them understand Aderant UX process.

Projects that I worked on:

Paperless Billing: Paperless Billing provides all the options necessary for selecting, editing and posting bills.

Account Receivable: AR is a Billing Platform for Invoice & Collections managements.

Court Rule Management Tool: Helping law firms to manage their important deadline.

iTimekeep: is a SaaS solution for law firms' time entry.

Onyx: is Compliance solution.

UX Designer/Intern (Mission Ready)

Gigin:

Jul 2021 –Sep 2021

SHEIDA MASSOUDI

UX/UI Designer

CONTACT

PHONE NUMBER:
0211861413

PORTFOLIO:
[Sheidam.com](https://sheidam.com)
Password: AAAXXX

EMAIL ADDRESS:
Sheida.massoudi@outlook.com

SOFT SKILLS

Empathy, Creative Thinking, curiosity & continues learning, Problem Solving, Detail-oriented, Teamwork, Agile mindset.

CORE SKILLS

Wireframing & Prototyping, Visual communication & UI, User testing.

SOFTWARE SKILL



Figma



Adobe XD



Sketch



UXPin



Optimal Workshop



Askable



Miro



Adobe photoshop



Adobe Lightroom

- Designed a web-based platform for recent tech graduates to find internship programs and for businesses to find qualified employees.
- Collaborated with an internal team of developers and another UX designer to define UI requirements.
- Conducted weekly brainstorming sessions with the team.
- Created sketches, wireframes, and prototypes.
- Conducted user testing based on Nielsen checklists.
- Adapted data and designs based on client updates in an agile weekly practice.

LevelUp Works:

Jun 2021 – July 2021

- Applied Agile practices and designed a web-based dashboard for teachers and parents of Level Up Works, a children's tech education company, to improve communication and administration.
- Conducted UX research using qualitative data analysis from stakeholder interviews.
- Developed user flows, wireframes, prototypes, and considered UI and design systems.
- Implemented accessibility features to enhance the website's future options.

Turners Cars Insurance:

May 2021 - Jun 2021

- Redesigned the insurance section of the Turners Cars website, including a renewal option and chatbot for insurance contracts, to assist Turners Cars employees and inform clients.
- Identified and interviewed stakeholders.
- Analysed data using empathy maps, personas, and customer journey maps.
- Conducted card sorting sessions to design information architecture.
- Created user flows and produced low, mid, and high fidelity wireframes and prototypes.
- Planned and executed user testing sessions to identify and address design problems.

UX Designer/Intern (Peak XD)

Jan 2021 - May 2021

Medicines Sans Frontiers (Doctors Without Borders)

- Redesigned the "Join Us" and "Nurses" pages of the Médecins Sans Frontiers website to attract qualified staff, particularly for urgent roles, and streamlined the application process.
- Utilized Google Analytics to observe user performance on the MSF website.
- Conducted interviews with the business marketing coordinator and potential field workers to identify motivations and pain points.
- Employed moderated and unmoderated qualitative methods via Zoom and Teams.

SHEIDA MASSOUDI

UX/UI Designer

CONTACT

PHONE NUMBER:
0211861413

PORTFOLIO:
Sheidam.com
Password: AAAXXX

EMAIL ADDRESS:
Sheida.massoudi@outlook.com

SOFT SKILLS

Empathy, Creative Thinking, curiosity & continued learning, Problem Solving, Detail-oriented, Teamwork, Agile mindset.

CORE SKILLS

Wireframing & Prototyping, Visual communication & UI, User testing.

SOFTWARE SKILL



Figma



Adobe XD



Sketch



UXPin



Optimal Workshop



Askable



Miro



Adobe photoshop



Adobe Lightroom

- Visualized data using color-coding in Excel.
- Developed personas and customer journey maps to empathize with users.
- Conducted Optimal Workshop tree testing for information architecture and chalk mark (first-click testing) on wireframes.
- Iteratively created wireframes and prototypes to address usability issues.
- Recruited users with incentives using the Askable tool.

More Experience

Photographer & Designer

Jun 2018 – May 2020

Rolling studio

- Communicated with clients to consider their needs better and **Built relationships and trust** with them, to be able to **empathise** with them for delivering the best results.
- Helped the business with their social media and their website to be visually appealing with designing creative illustrations and attractive photographs.
- Strived to **meet specified KPIs daily** and spot the deadline for delivering the final products. Furthermore, assisted in the sales process.

Visual Designer & Innovation Tutor

May 2016 – Jul 2017

Nasle Tavana Children and Young Adults Study and Innovation Institute

Visual Designer 2015

Aug 2012 – May

Sharp picture/ Abrang

Education and Certification

Agile UX Designer Certificate

Jul 2021

Mission Ready

Certification in Digital Technology Product Solutions

May 2021

Otago Polytechnic

M.A. in Illustration

Sep 2011

Azad University of Art and Architecture

B.A. in Photography

Sep 2008

Azad University of Art and Architecture