

ELNAZ NAZARI

UX / UI Designer

Los Angeles, CA | 818-518-7519 | e.nazaridesign@gmail.com | [Linkedin](#) | [Portfolio](#)

SUMMARY

An interdisciplinary Creative designer, experienced in working collaboratively and possessing a keen attention to detail. Skilled in balancing time and effort while creating design solutions and utilizing the latest tools and methodologies to clearly communicate design goals. Has strong research and critical thinking skills and creates interfaces with sleek aesthetics and user-friendly micro-features.

TECHNICAL SKILLS

Tools: Figma, Adobe Suite, Google Suite, Invision, Miro, Asana, Canva, Firefly prompting, Microsoft Power BI.

Research Skills: User experience, Competitive analysis, heuristic evaluation, journey mapping, empathy mapping, user interviews, user testing, user stories, user flow diagrams, wireframing, high fidelity mockups, prototyping, information architecture, and A/B testing.

Design skills: User interface, Interactive design, advanced sketching, drawing, visual art, layouts, typography.

Additional Skills: Critical thinking, teamwork, storytelling, collaboration, innovation, and time management.

PROFESSIONAL EXPERIENCE

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UX/UI Designer | Los Angeles, CA | 06/2023 - Present

- Communicated with clients to translate project requirements and business objectives into polished user interfaces.
- Designed wireframes, mock-ups, and prototypes with multiple iteration for POC as well as MVP.
- Conducted live user testing of components and functionality to evaluate the effectiveness of designs and enhancements.
- Conducted competitive analysis research to formulate opportunity areas for product strategy.

Freelance

UX/UI Designer | Los Angeles, CA | 05/2022 - 06/2023

- Conducted market research and identified potential customers, user needs, and pain points.
- Prepared and delivered data-driven presentations.
- Created wireframes and prototypes, data marketing products, and data navigation platform.
- Demonstrated data-driven product prototype using Power BI.
- Worked with developers to implement designs for products.

Freelance

Graphic Designer - Illustrator | Los Angeles, CA | 11/2019 - 05/2022

- Created and executed visual concepts based on client briefs.
- Designed and developed marketing materials such as logos, banners, and branding guidelines.
- Collaborated with other designers, writers, and editors to create marketing assets for campaigns.

EDUCATION

Thinkful

Certificate, UX/UI Design Immersion | Online | 05/2022 - 10/2022

University of Applied Science and Technology | Tehran, Iran | 09/2011 - 05/2014

Bachelor of Graphic Design - Illustration

University of Applied Science and Technology | Tehran, Iran | 09/2007 - 05/2010

Associate Degree in Animation