

SABA AGAHI

UX/UI DESIGNER

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CERTIFICATES

LinkedIn Learning

- Using AI in the UX Design Process
- Using AI Tools for UX Design

udemy

- UX Strategy

Interaction Design Foundation (IDF)

- Human-Computer Interaction - HCI
- Become a UX Designer from scratch
- Design Thinking

UX/UI speciality coursera

UX design bootcamp @ UX land

EDUCATION

Utrecht University

Master's in Social Psychology
2017- 2018 Utrecht, Netherlands

Azad University

Master's in Psychology
2011-2013 Tehran, Iran

TOOLS

- Figma
- Adobe Creative Suite
- Bezi
- Miro
- Frammer
- Jira
- Trello
- Confluence

About Me

As a passionate, data-driven UX designer, I integrate data-driven insights with intuitive design methods to create engaging user experiences. With a background in Psychology, I bring a unique perspective that emphasizes user-centric design principles. My approach is characterized by persistence, curiosity, and a keen eye for detail. Prioritizing user advocacy, I also consider the organization's viability in crafting solutions. By leveraging empathy, creativity, and adaptability, I deliver innovative solutions that address user needs while aligning with the organization's strategic goals.

EXPERIENCE

UX/UI Designer

Sep 2022- Mar 2024

Talespin

My main responsibilities were:

- Led user research initiatives to define product requirements and inform design decisions.
- Developed customer journey maps and user flows for CPD and Talespin app, optimizing user experiences.
- Improved usability of authoring tool for VR training experience development, enhancing user engagement.
- Translated research insights into innovative features for CPD, driving product evolution.
- Designed VR interfaces and immersive interactions, delivering intuitive user experiences.
- Played a key role in developing Talespin Design System, prioritizing accessibility and usability, resulting in streamlined design production and visual consistency across all products.
- Conducted user tests to iterate and validate design proposals, ensuring optimal user satisfaction and product success.

UX Designer

Feb 2022- Jul2022

SKF

- Oversaw UX for two projects: one focused on sustainability services and the other on a future sales tool for cybersecurity.
- Collaborated with stakeholders to define project goals and requirements.
- Developed user personas and journey maps.
- Created wireframes, prototypes, and high-fidelity designs.
- Worked closely with developers to ensure successful implementation.

UX/UI Designer

Jan 2021-Dec 2021

Danalytica

- Conducted stakeholder interviews to define project objectives and challenges.
- Developed research strategies aligned with business goals and user needs.
- Created wireframes, user flows, and visual designs to communicate design ideas effectively.
- Led the design and launch of a website and dashboard for an IT and analytics company.
- Collaborated closely with product managers, front-end, and back-end teams to implement innovative solutions for product visuals, user experience, and seamless integration.

SABA AGAHI

UX/UI DESIGNER

SKILLS

Design

Collaborative ideation, Wireframing, Flow Diagramming, Data Visualization, Rapid Prototyping, Storyboarding, Information Architecture, Physical and Digital Prototyping, Wireframing, Low-High Fidelity Mockups.

Qualitative Research

Usability testing, Focus groups, Persona, Observation, Contextual Inquiry, User interviews, Affinity Diagramming, Heuristic Evaluation, Competitive analysis

Quantitative Research

Surveys, A/B Testing,

Other Skills

Rapid Iteration, Cross-functional collaboration and communication, Human-centric approach, provide and solicit feedback

LANGUAGE

English- Fluent

Farsi- Native

Dutch- Basic

EXPERIENCE

UX Designer

Apr 2019-Dec 2020

Homa Advertizing group

- Participated in brainstorming and sketching sessions to generate ideas.
- Conducted primary and secondary research to inform design decisions.
- Developed personas, user flows, scenarios, and wireframes.
- Built prototypes of varying fidelity to validate assumptions and concepts.
- Conducted user research, documented design requirements, and communicated with the team.
- Created wireframes and prototypes.
- Conducted multiple usability tests on mid-fidelity prototypes.

Psychologist

Sep 2012-Jan 2017

NKB Center

Help individuals through interview and discussions to identify their feelings and behaviors and their needs;

- Collect information about clients, using techniques such as testing, interviewing, discussion and observation;
- Follow up on results of counseling programs and client's adjustments to determine effectiveness of programs.