SABA AGAHI

UX/UI DESIGNER

Utrecht, Netherlands

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sabaagahi.com

sabaagahi

CERTIFICATES

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 Tehran
Master's in Psychology
2011-2013   Tehran, Iran

University of Science and Culture
B.S. in Psychology
2006-2010   Tehran, Iran

TOOLS

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

About Me

As a passionate, data-driven, and intuitive multimodal UX Designer, I bring a unique perspective shaped by my background in Psychology. My persistence, curiosity, and meticulous attention to detail define my approach to design. With experience in Psychology, I deeply understand the importance of keeping the user at the forefront of the design process. Advocating for users and their needs is paramount to me. My background has honed my skills in empathy, creativity, investigation, and flexibility, allowing me to effectively address users' concerns, solve their problems, and align their aspirations with innovative design solutions.

EXPERIENCE

UX/UI Designer   Sep 2022- Mar 2024
Talespin

At Talespin we are developing an ecosystem to re-skill people and organizations through immersive training experiences (VR, MR). My main responsibilities were:
- Conducting user research to define product requirements.
- Mapping the customer journey and user flow for CPD and Talespin app.
- Enhancing the usability of the authoring tool for VR training experience development.
- Translating research insights into the design of new features for CPD.
- Designing VR interfaces and immersive interactions.
- A significant contributor to the development of the Talespin Design System, prioritizing accessibility and usability. This system has streamlined design production and ensured visual consistency across all company products, enhancing efficiency and strengthening the brand's unified presence.
- Conducting user tests to iterate and validate design proposals.

UX Designer   Feb 2022- Jul2022
SKF

Responsible for the UX of two projects one focused on sustainability services and the other on a future sales tool for cybersecurity.
- Collaborate with stakeholders to define project goals and requirements.
- Create user personas and user journey.
- Develop wireframes, prototypes, and high-fidelity designs.
- Work closely with developers for implementation.

UX/UI Designer   Jan 2021-Dec 2021
Danalytica

Working on several projects for different clients. Interviewing stakeholders to define the problem and coming up with research strategies and solutions according to business goals, resources, and user needs.
- Creating wireframes, user flows and visual designs to effectively communicate interaction and design ideas.
- Collaborating with product managers to define and implement innovative solutions for the product visuals and experience.

SABA AGAHI

UX/UI DESIGNER

SKILLS

Design
User Experience, Design thinking, Interaction Design, User Interface, 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. Mehrafarin

Redesign a charity website with a team of 4 designers. Conduct user research, gathered and documented design requirements, and communicated with the team. Created wireframes and prototypes. Performed several usability tests on mid-fi 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.