

SABA AGAHI

UX/UI DESIGNER



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About Me

As a passionate UX designer with a background in Psychology, I integrate data-driven insights and intuitive design to create engaging user experiences. My psychological expertise is invaluable in understanding and prioritizing user-centric design principles. By leveraging empathy, creativity, and adaptability, I deliver innovative solutions that align with both user needs and organizational goals. With extensive experience in both B2B and B2C environments, I maintain a keen eye for detail to ensure effective and impactful designs.

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
- Bezi
- Miro
- Jira
- Trello
- Confluence

EXPERIENCE

- UX/UI Designer Freelancer** May 2024- Present
- UX/UI Designer Talespin** Sep 2022- Mar 2024
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.
 - I was the lead UX designer responsible for Asset Tech Tool (Art tool) from inception to completion.

- UX Designer SKF** Feb 2022- Jul2022
 - 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.

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SKILLS

- Design Skills**
 - Collaborative ideation
 - Wireframing
 - Flow diagramming
 - Rapid prototyping
 - Information architecture
 - Storyboarding
- Qualitative Research**
 - Usability testing
 - Persona development
 - User observation and contextual inquiry
 - User interviews
 - Affinity diagramming
 - Heuristic evaluation
 - Competitive analysis
- Quantitative Research**
 - Surveys
 - A/B Testing
- Other Skills**
 - Cross-functional collaboration and communication
 - Human-centric design approach
 - Providing and soliciting feedback

EXPERIENCE

- UX/UI Designer Danalytica** May 2019-Dec 2021
 - 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.
- Psychologist NKB Center** Sep 2012-Jan 2017
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.

LANGUAGE

- English - Fluent
- Farsi - Native
- Dutch - Basic