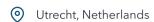
SABA AGAHI

UX/UI DESIGNER



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sabaagahi.com (pw: Welcome!123)

<u>sabaagahi</u>

CERTIFICATES

LinkedIn Learning

- Using AI in the UX Design **Process**
- Using Al 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

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.

EXPERIENCE

UX/UI Designer May 2024- Present

Freelancer

UX/UI Designer

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.
- I was the lead UX designer responsible for Asset Tech Tool (Art tool) from inception to completion.

UX Designer

Feb 2022- Jul2022

Sep 2022- Mar 2024

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

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

LANGUAGE English - Fluent

Farsi - Native Dutch - Basic

EXPERIENCE

UX/UI Designer

Danalytica

- Developed research strategies aligned with business goals and user needs.

• Conducted stakeholder interviews to define project objectives and challenges.

- 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

May 2019-Dec 2021

their needs: • Collect information about clients, using techniques such as testing, interviewing,

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

- discussion and observation;
- Follow up on results of counseling programs and client's adjustments to determine effectiveness of programs.