



Arezoo Shafayani

Digital Product Designer

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Birthdate: November 16, 1987

SUMMARY

A Digital Product Designer with a passion for web and mobile interface design, as well as UX design. With a background of working in computer software programming, I have had for almost 4 years of experience in product design. I bring a collaborative, analytical, and detail-oriented approach to my work.

WORK EXPERIENCE

Student Research Assistant (UX UI Designer and Frontend Developer)

Jan 2023 – Present

Fraunhofer IIS (Erlangen, Bavaria, Germany)

As a UX/UI Designer and Front End Developer, I lead the design and development of user interfaces for mobile and web applications. I focus on creating intuitive and engaging user experiences using Figma. I also develop web applications with Next.js, TypeScript, and Tailwind CSS to ensure responsive and efficient front-end performance.

DIGITAL PRODUCT DESIGNER

Mar 2019 – Sep 2023

RAYAN PERSIS CO (Mashhad, Iran)

creating user-centered designs for digital products such as websites, mobile applications, and working closely with other teams, including product managers, developers, and stakeholders, to understand user needs, business goals, and technical constraints.

HIGHLIGHTED PROJECT EXPERIENCE:

- **Food Court Web App on an Interactive Touch Screen Kiosk**

A web application for a food court on touch screen kiosk. The challenge was to design a web application that suitable for different types of users, ensuring that was accessible and user-friendly for all individuals who want to place a food order.

- **Sport Club Mobile Application**

An application for a sport club which helps its members and trainers to communicate with each other easily in the sport club or even at home. The result was a 70% increase in membership and a remarkable 40% improvement in users and trainer satisfaction.

- **Web-based Warehouse Management System**

A web-based warehouse management system designed to provide companies with online, real-time insight into their warehouse operations and inventory availability. In addition, it has more than 5000 users who work with it online.

MY RESPONSIBILITIES:

- Conducted comprehensive qualitative and quantitative research (UX research), including user interviews, surveys to gain valuable insights.
- Created user flows, personas, empathy maps, user journey maps, information architecture, and storyboards to guide the design process.
- Implemented usability testing and an affinity diagram to identify and fix issues.
- Prepared a style guide, UI kit, and color palette, and other visual aspects.
- Built mid-fidelity and high-fidelity wireframes and final prototypes.
- Worked collaboratively with product owners, developers to deliver a high-quality product on time.

FULL STACK DEVELOPER

Jul 2015 – Feb 2019

RAYAN PERSIS CO (Mashhad, Iran)

FULL STACK DEVELOPER, UI AND GRAPHIC DESIGNER

Oct 2009 – Jun 2015

NERANO CO (Mashhad, Iran)

FREELANCE PROJECT

TechLearn: Simplifying Complex Technology Subjects – Mobile Application

Jun 2023 – Jul 2023

FRANKFURT, GERMANY

This application is a powerful learning tool that simplifies complex technology subjects. With its elegant visuals and focused approach, it enables users to grasp key ideas quickly and effectively.

- Benchmarked successful products to build the product aligned with the market and users.
- Analyzed user feedback and observations to gain insights and identify patterns. (qualitative analysis)
- Utilized statistical methods to measure and interpret user data. (quantitative analysis)
- Created intuitive user flows and organized content through card sorting.
- Visualized the user's experience and interactions with the application. (User journey map)
- Produced interactive prototypes and implemented usability tests to gather user feedback and refine the application's design and functionality.

EDUCATION

FAU Erlangen-Nürnberg

Oct 2023 – Present

M.S. in Artificial Intelligence

Azad University Mashhad, Iran

Oct 2006 – Nov 2010

B. S. in Information Technology Engineering

SKILLS AND TOOLS

- User Interface Design
- User Experience
- Design Thinking
- User Research
- Persona Creation
- Information Architecture
- Sketching, Wireframing
- Prototyping
- Usability Testing
- Mobile App Design
- Responsive Design
- Zeplin
- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

FAMILIAR WITH

- HTML s
- Next.js
- TypeScript
- JavaScript
- C#
- Python
- CSS
- Tailwind

LANGUAGES

- Persian (Native)
- English (C1, IELTS Academic 7)
- German (A1, Beginner)

CERTIFICATES

UX DESIGN PROFESSIONAL (7 COURSES – COURSERA)