

UX DESIGNER

RAMIN SAFFARI

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PROFESSIONAL SUMMARY

I consider myself a futuristic, self-educated, and experienced UX Designer. I've started my career as a UX designer back in 2008 and working as a JavaScript Developer since 2012. Expert in HTML, CSS, JavaScript, jQuery, and ReactJS. Also experience with TDD, BDD, Agile and Scrum. When I'm not working you can find me at the pool, channeling my inner Top Chef in the kitchen, or hanging out with my wife.

SKILLS

- UX Design
- Interaction Design
- Design Research
- Design Strategy
- Product Design
- Product Strategy
- Scenario Design
- Service Design
- User Interface
- Wireframes
- Usability Testing
- Visual Design
- JavaScript
- React
- jQuery
- HTML
- CSS
- SCSS
- Adobe Photoshop
- Adobe XD
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Figma
- Critical Thinker
- Detail-oriented
- Team Work
- Visual Thinking
- Empathy
- Curiosity

WORK EXPERIENCE

UX DESIGNER & FRONT-END DEVELOPER

TENNET.NO, PARADIS, NORWAY | 2022/03 - PRESENT

I am currently working with Tennet as a UX Designer & Front-end Developer on a project basis.

- Designing and implementing a mobile-first approach to existing websites.
- Creating modular, responsive templates using Bootstrap and React from Figma.
- Working directly with client stakeholders to develop technical solutions for business cases.

PRODUCT MANAGER / FOUNDER

NOOMEH.COM, TEHRAN, IRAN | 2020/06 – 2022/03

Noomeh offers a fast, easy and fun way to order a wide range of personalised photo products like postcards and e-cards straight from the website.

Key Responsibilities:

- Delivering engaging user experience by optimizing images, code, and cross-browser compatibility.
- Designing and implementing website and PWA within object-oriented JavaScript frameworks
- Delivering responsive, cross-browser compatible and accessibility compliant website.
- Planning and Building a User-Friendly E-card plugin for WordPress that helps users create e-cards in a few seconds.
- Creating a "Plant a tree" marketing WooCommerce plugin.
- Creating a custom plugin for Noomeh's Wallet system for supporting two currencies on WordPress.

Achievements:

- Increasing user time on Page by +80 seconds.
- Reaching 10K+ Users in 6 months.
- Achieving 45% faster load time than the industry average.
- Planting over 250 trees in areas at risk of drought through selling postcards and E-cards by allocating 50% of sales for each item in 3 months.
- Increasing the 45% sold item by adding Euro currency on the website.

UX DESIGNER / CMO / CO-FOUNDER

WINKAPP.IR, TEHRAN, IRAN | 2017/11 - 2020/05

Winkapp is a Flea-market for second-hand clothes.

Key Responsibilities:

- Leading in each step of the product development process, from ideation to development improvement for services.
- Responsible for advertising, market research, brand management, and acquiring and maintaining new customers.
- Architecting PWA with Vanilla JavaScript, jQuery, and RESTful-APIs for Mobile and Desktop.
- Developing website and Landing pages for different campaigns for marketing purposes.
- Designing a referral marketing service for App; implemented on the Front-end with JavaScript.
- Conducting A/B testing to identify bugs and UI improvements.

Achievements:

- Reaching over 100,000 users in 2 years
- Growing iOS registration to 75%, added listing to 50% and sold listing to 35%.
- Increasing conversion rate and reducing CPI by 60%.
- Raising user registration by 35% by referral service in 3 months.

UX DESIGNER & FRONT-END DEVELOPER / CO-FOUNDER

SABOKTAR.COM, TEHRAN, IRAN | 2016/05 – 2017/10

Saboktar offers a fast, easy and cheap way to travel in Iran.

Key Responsibilities:

- Architecting multiple dynamic and browser-compatible WordPress theme.
- Leading UX/UI design teams to improve the user's flow.

Achievements:

- Reaching more than 100,000 monthly users.
- Increasing conversion rates by 20%.

UX/UI DESIGNER / FRONT-END DEVELOPER

BRANDCO.IR, TEHRAN, IRAN | 2012/05 - 2016/05

BrandCo is a digital agency that collaborates with small to large companies in Iran.

Key Responsibilities:

- Producing multiple visual elements of web applications by translating UI/UX design wireframes into WordPress themes, creating high-quality markup using HTML5 and CSS3.
- Developing websites and web applications for local firms and agency clients.

Achievements:

- Raising the agency's revenue by increasing the received projects up to 40%

JUNIOR UX/UI DESIGNER

MUNG STUDIO, BABOL, IRAN | 2008/06 - 2012/04

- Working through the software development life cycle, gathering user requirements
- Designing and implementing websites with HTML, CSS, and JavaScript for the studio's clients
- Learning UX and UI more advanced for a year, like an internship from our head of design

EDUCATION & LANGUAGES

BACHELOR'S DEGREE - CIVIL ENGINEERING

ISLAMIC AZAD UNIVERSITY | 2008 – 2012

- **Persian:** Native
- **English:** Advanced

ACTIVITIES AND INTEREST

- I try to break out of the routine cycle by travelling and camping in different places.
- I am a movie buff and also a comic expert.
- Cooking is my passion, and my signature dish is Lasagna.
- Every day starts with swimming for me.