

Nima Sohrabi

UX designer

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Career Goal:

Highly creative user experience (UX/UI) designer, motivated, customer service oriented, team player, and organized with five years of experience working with web, mobile, and multimedia design technologies. Detail oriented and flexible with the ability to accomplish multiple tasks, always ready to take on a new challenge and expand upon existing skills working in a fast-paced, deadline driven environment with optimism and positive energy. The primary objective is to utilize current skills to gain further experience while enhancing the company's productivity and reputation. Skills include UI/UX design, product design, web design, app design, responsive design, interaction design, information architecture, task flows, mockups, wireframes, prototypes and branding design.

Professional Experience:

Senior UX designer, BabyCenter, San Francisco, CA

June 2018 – October 2018

Description: As a senior UX designer, I am working in the consumer division of the creative department, which supports all BabyCenter content and mobile development work with the product and development teams. I'm experienced working with iOS and Android platforms, responsive web, social and content-rich products. I've created wireframes, interactions, comps, prototypes using UX design tools such as Sketch, InVision, Adobe CC, etc. BabyCenter LLC is an online media company based in San Francisco and is a member of the Johnson & Johnson family of companies. They are the #1 pregnancy and parenting digital destination, reaching more than 45 million parents a month in every corner of the globe through its 11 countries and supports nine languages. In the US, 8 out of 10 moms online use BabyCenter each month.

- Produced multiple UX design concepts to satisfy a set of given business requirements based on provided design concepts
- Participated in design and brainstorming sessions
- Worked collaboratively with the cross-functional team in identifying the best design approach
- Produced everything from detailed wireframes and user flow to the high-quality design approach
- Using industry standard UX process to create new designs
- Participated in usability tests, working with A/B tests, and collaborating with research and analytics team
- Identifying and creating functional requirements
- Help advocated user-centered design
- Worked in an agile scrum environment

UI/UX designer, NIMA Design, Berkeley, CA

Nov 2011- May 2018

Description: As an independent contractor assisting clients with visual problem solving, UI/UX design, and branding design needs. Responsible for coordinating and producing a variety of digital products, providing UI/UX solutions, branding design and art direction. Provided custom websites design and mobile apps, content management and strategy and creating unique landing pages. Responsible for completing various visual design assignments including visual identity, branding design, infographics, banners, and logos. Providing UI/UX guideline for websites, and mobile apps. Creating user task flows, user interfaces, developing wireframes, and functional prototypes. Collaborate on user experience using industry standard UX process to develop practical user-

centered designs.

- Designed and developed web pages, using HTML, CSS, JS
- Responsible for completing various visual design assignments including visual identity, info-graphics, logos, posters, and brochures
- Providing UI guideline for websites, apps and user interface
- Develop wireframes, functional prototypes and collaborate on user experience
- Using industry standard UX Process to create new designs
- Developed WordPress and IBM portal as CMS
- Designed interactive contents and slideshow, using JavaScript & Adobe Creative Suite
- Participating in market studies, product exploration and design, as well as graphic, web, mobile application, visual identity and info-graphic design
- Build custom landing pages
- Hands-on design experience including experience in UI/UX
- Provided print design, business card, flyer, menu, brochure
- Ability to come up with creative ideas about a given topic or situation to solve problems in a fast-paced environment
- Product interaction flow and visual design
- Cooperating with research, engineering, and marketing teams

UI/UX designer, Intercultural Institute of California - San Francisco, CA

May 2017- June 2017

Description: The Intercultural Institute of California wanted a responsive new design for their marketing site. The responsive WordPress site is accessible across devices. Designed and developed web pages and build unique custom landing pages using HTML, CSS, and WordPress for content migration. Created web graphics, logo, managed image assets, image resizing and cropping using Adobe Creative Suite.

- Provided design strategy and art direction
- Old Website migration to a new website and transferring data
- Designed and developed web pages, using HTML, CSS, and WordPress
- Created graphics, logo design, and photography, using Adobe Creative Suite
- WordPress website design & development & content migration
- Building custom landing pages using HTML, CSS
- Provided UI/UX design solutions
- Image resizing and cropping

UI/UX designer, Avnet INC, San Jose, CA

Oct 2016- May 2017

Avnet's rebrand took place over a period of 1 year, collaborating with marketing, development and design teams. I had a hybrid role as both a UI/UX designer. Designed page layouts and brand guidelines for the rebranding of Avnet's company website. Once the design was established web designers, including myself, populated the website layouts created by the UX designers with content using HTML and CSS inside of IBM WebSphere. Commerce for Avnet products was a complicated system updated to manage products along with their descriptions and images.

- The new re-branding and web design helped increase online conversion rate & revenue from 1% to 3% or generated +\$200 Million in revenue
- Experience working side-by-side with developers, UX designers, and web designers to implement Avnet's website and application
- Daily standups with the team and UX directors on deviations based on input during the development process
- Experience with research and user testing of designs and prototypes
- Created graphics, images, banner ads, assets for Avnet's website
- Develop wireframes, functional prototypes and collaborate on user experience
- Using industry standard UX process to create new designs
- Design and develop web pages, using HTML, CSS, JavaScript for IBM portals
- Design and publish technical articles for Avnet website. +600 pages
- Old website migration to a new website and transferring big data

- Provided UX design solution including sketches, low and high fidelity mockups and wireframes
- Provided web architecture, created landing pages, dashboards and navigation system

Web & graphic designer, Zoolack, San Francisco, CA

Feb 2016 – Apr 2016

Description: Zoolack is an e-commerce cosmetic company for hair products and makeup in the San Francisco Bay Area. Responsible for created graphics, banners, and Images for the website using adobe creative suite. Provided marketing strategy, art direction and technical support to the client.

Web graphic designer Analog Books, Berkeley, CA

Jan 2015 – Apr 2015

Description: Created and managed HTML/CSS/WordPress and graphics design

Web designer/ Consultation/ graphic designer at Dyar Mediterranean Cuisine, Berkeley, CA

Sep 2014 – Nov 2014

Description: Created and managed HTML/CSS/WordPress and graphics design, menu design

Graphic designer at La Burrita, Berkeley, CA

July 2014 – Sep 2014

Description: Created graphics design, menu design, Print design

Web & graphic designer at Urbann Turbann, Berkeley, CA

May 2014 – July 2014

Description: Created a business website using HTML/CSS, graphics design, and menu design

Web designer/ Consultation / Graphic designer at Sky Tutoring, Berkeley, CA

Apr 2014 – May 2014

Description: Created and managed HTML/CSS/WordPress and graphics and web design

Web Graphic designer at Lazer Image Printing, Berkeley, CA

Feb 2014 – March 2014

Description: Created and managed HTML/CSS and graphic and web design

Web & graphic design at The University of California Berkeley, Berkeley, CA

Aug 2013 – Feb 2014

Description: Designed and developed web pages, using HTML, CSS. I used WordPress as CMS for this project and created logins for all lab members to edit the website. Created graphics, images, profile pictures, photography, and interactive contents, using JavaScript and Photoshop.

Web & graphic designer at Green Copy, Oakland, CA

Apr 2013 – July 2013

Description: Client seeking e-commerce website and CMS package could improve his web presence online for his customers in San Francisco & Oakland. Assisted with suitable package to build a new website and set up an online E-commerce store for his company.

Visual design intern at San Francisco State University, San Francisco, CA

2010 – 2011

Worked as an AutoCAD engineer intern, Lab Monitor and teacher’s assistant, working on various AutoCAD projects, as well as helping students troubleshoot their assignments.

Design Skills:

UI/UX Design: Hands-on design experience including experience in web, user interface, user experience and determining visual needs and presenting new ideas. Build prototypes & wireframes for user experience. Working Knowledge of Adobe Software’s, Sketch and Invision.

Web Design: User interface design for responsive web and mobile experiences, E-commerce experience, social media design, SEO, graphic design, content creation, HTML, CSS, theme design and interactive design.

Graphic Design: visual design, branding design, printing design, advertisement, motion graphics design, brochure, poster and flyer design

Design Software: Sketch, Illustrator, Photoshop, Adobe cloud, Invision, Zeplin, and Axure for interactive prototypes, wireframes and pixel perfect layouts. Experience with Final Cut Pro and After Effects for video editing tools.

Programming: Dreamweaver for developing HTML, CSS, and Javascript

Content Management Systems: IBM WebSphere, Wordpress, SharePoint, Squarespace, Webs and Weebly

Microsoft Office Software: Word, Excel, Powerpoint, and Keynote for Mac

Education: Bachelor of Science, Industrial High Technology Product Design, spring 2012. San Francisco State University, San Francisco, CA

Certifications:

. UX Research Methods: Card Sorting

Lynda.com, Certification Date Nov 2017 – Present License E3B93452BDC94F50A1A0EBCFA3B887C7

. Hands-On Mobile Prototyping for UX Designers

Lynda.com, Certification Date Sep 2017 – Present License C7CB9BFFD6C84213BAC7A1E6ED707467

. Infographics: Planning and Wireframing

Lynda.com, Certification Date Aug 2017 – Present License 355EB7D1DF1D4F05B1093CE058413516

. UX Design Techniques

Lynda.com, Certification Date Aug 2017 – Present License D1B04A3B274644B5835F4E59E4996EED

. UX Design Techniques: Creating Scenarios and Storyboards

Lynda.com, Certification Date Aug 2017 – Present License 161EBE7CE91F4751BEF9BF47E9728AF2

. UX Design: Analyzing User Data

Lynda.com, Certification Date Aug 2017 – Present License 38F4F63EF8A8414D84EAB3B1EB2B028D

. UX Design: Creating Personas

Lynda.com, Certification Date Aug 2017 – Present License 68BA17989C4643FB925D7A297BB11064

. UX Research Methods: Interviewing

Lynda.com, Certification Date Aug 2017 – Present License FC3D02160F024183B263CEF0C17AE904

. InVision for UX Design

Lynda.com, Certification Date Jun 2017 – Present License A80C61DB12624BBA9C3C94717E75608D