# NIMA SOHRABI

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**Career Goal:**
Highly creative Product and UX/UI designer, motivated, customer service oriented, team player, and organized with 8 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 UX design, product design, UI design, responsive web design, app design, interaction design, information architecture, task flows, mockups, wireframes, prototypes, and branding design. Strong skills in Sketch, Adobe CC, Illustrator, Photoshop, and other design tools.

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

**Design Skills:**

**UX Design**: Hands-on experience as a UX designer and produced multiple UX design concepts for responsive web and mobile apps. Participated in the design and brainstorming sessions and helped advocated user-centered design. Worked collaboratively with the cross-functional teams in an agile environment to identify the best design approaches. Experienced producing everything from detailed wireframes and user flow to the high-quality design mockups. Created wireframes, storyboards, visual designs, prototypes, sitemaps, and screen flows to support new products and features.

**UI Design**: Hands-on design experience including experience in web, mobile apps user interface design and determining visual needs and presenting new ideas. Build UI prototypes & wireframes. Working Knowledge of Adobe CC, 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, Flinto, Abstract, and Axure for interactive prototypes, wireframes and pixel-perfect layouts. Experience with Final Cut Pro and After Effects.

**Programming**: HTML, CSS, and Javascript

**CMS**: IBM WebSphere, Wordpress, Squarespace, Webs and Weebly

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

## Professional Experience:

**Bank of the West, San Ramon, CA**                                                          **Sep 2019– Present**
**Lead Product Designer**

**Description**: As a lead Product designer (UI/UX), I created and delivered superior and industry-leading digital design for specific projects and initiatives following user-centered and mobile-first design practices. I used tools such as Sketch, InVision, Freehand, Abstract, Adobe Creative CC, etc

- Created and maintained UI/UX design-related web guidelines and usability protocols
- Participated in design and brainstorming sessions
- Created consistent digital experiences for the products and services in partnership with other UX designers
- Owned Style guide and spec documentation work, and asset production
- Created low & hi-fidelity wireframes to illustrate and evaluate application design, content structure and navigation Qualifications
- Recommend Visual design / Branding. Build and maintain digital asset library
- Determined navigation model/page flows/site taxonomy and interaction design
- Simplified and turned complex interactions into intuitive and delightful user experiences

- Determined Information Architecture (IA) based on analysis of user stories
- Translated information captured to wireframes from conceptual sketches, use cases, data dictionary, etc

**Sony PlayStation, San Mateo, CA**                                                    **Dec 2018 – Sep 2019**
**Senior UX designer**

**Description**: As a senior UI/UX designer, I worked in the CRM Web team at Sony PlayStation, which supports all the web & mobile development globally. I've provided UI/UX solutions based on the company goals and participated in building a new design system, designing a component library, and redesigning the PlayStation marketing sites. I'm experienced working with responsive web and mobile platforms using user-centric designs. I've created wireframes and mockups and provided design solutions based on the business requirements for the globalization project at PlayStation. I used tools such as Sketch, InVision, Freehand, Flinto, Adobe Creative CC, etc.

- Created and maintained UI & UX design-related web guidelines and usability protocols
- Participated in design and brainstorming sessions
- Documented UX research & processes and communicated these with relevant stakeholders
- Created high-quality deliverables and executes based on defined UX strategy, goals and priorities
- Using industry standard UX process to create new designs and innovative Wireframes production, based on requirements
- Optimized UX and drive usability synergy across multiple HDS web properties leveraging high-impact, user-centric designs
- Identifying and scoped for UX requirements across various sites and platforms and determined the best UX solutions based on goals and feedback
- Designed for optimal persona journeys, developed site maps, tactfully and persistently institute a user-centered design (UCD) approach
- Incorporated IA methods that include card sorting, A/B testing and affinity diagramming
- Worked with the team members to identify areas for optimization including navigation, search, conversion, CTAs, content findability, and style
- Helped leading UX efforts across PlayStation sites, setting design direction, driving discussion and activities, while participating in delivery, planning, and coordination efforts

**BabyCenter Johnson & Johnson, San Francisco, CA**                                    **June 2018 – Nov 2018**
**Senior UX/UI designer**

**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

**Intercultural Institute of California - San Francisco, CA**                           **May 2017- July 2017**
**UI/UX designer**

**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
- Website migration and transferring all data
- UI design, and choosing images, using Adobe Creative CC
- WordPress theme design
- Building custom landing pages using HTML, CSS
- Provided UI/UX design solutions, web flow, wireframes and sitemap

**Avnet INC, San Jose, CA**                                                                                          **Oct 2016- May 2017**
**UI/UX designer**

As UX and Web Designer at Avnet, I worked with a large team to migrate over 1500 web pages in IBM WebSphere. Avnet's rebrand took place throughout one year, collaborating with marketing, development and design teams. I had a hybrid role as both a web and UX designer. As UX designer I 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 layouts created by our UX team with content using HTML and CSS inside of IBM WebSphere. Commerce for Avnet products was a complex 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 site and transferring large data
- Provided UX design solution, sketches, low and high fidelity mockups, and wireframes
- Provided web architecture, created landing pages, dashboards and navigation system

**Freelance UI/UX designer, San Francisco, CA**                                                                   **2012 – 2017**
**UI/UX designer**

**Description**: As an independent contractor assisting clients with design needs for the past six years. Hands-on experience as a UX designer and produced multiple design concepts for responsive web and mobile apps to satisfy a set of given business requirements. Responsible for coordinating and delivering a variety of design solutions. Worked collaboratively with the cross-functional teams in an agile environment to identify the best design approaches. Knowledge of usability best-practices for web and mobile applications. Collaborating & iterating with Product, Marketing, Creative Director, and other designers throughout the design process. Created wireframes, storyboards, visual designs, prototypes, sitemaps, and screen flows to support new products and features. High proficiency in Sketch, Adobe CC, Illustrator, Photoshop, InDesign and other design tools.

- Identifying and translate concepts into customer journey maps, and personas
- Design and deliver wireframes, flows, mockups, storyboards, personas, prototypes for iOS, Android and web devices, and interfaces
- Using industry standard UX process to create new designs
- Bringing new ideas to the team and current design trends
- Participate in design brainstorming sessions, capturing client feedback
- Work with design guidelines and collaborate with team members to ensure consistency across designs
- Work collaboratively with developers to ensure successful implementation of a design specification
- Completing various visual design assignments including visual identity, infographics, personas, and UI guidelines
- Ability to come up with creative ideas about a given topic or situation to solve problems in a fast-paced environment
- Cooperating with research, engineering, and marketing teams
- Product usability testing