

Professional Summary | UX Design

Forward-thinking UX/UI Designer with 4+ years of experience crafting scalable, mobile-first, and accessible digital experiences. Specialized in building design systems, optimizing user flows, and collaborating cross-functionally in agile environments. Known for combining user empathy with pixel-perfect execution to drive real product impact. Open to challenges, fast to iterate, and always pushing for the next 1% improvement.

Skills

- Mobile-first & Web Design (Responsive)
- Design Systems & Style Guides
- Wireframing & Prototyping (Low → High Fidelity)
- User Research, Personas, Journey Mapping
- Usability Testing, A/B Testing Mindset
- Accessibility (WCAG) Principles
- Jira (Epics, Stories, Spec Writing)
- Cross-functional Communication (Dev + Product)
- Figma, Adobe XD, Illustrator, Photoshop, After Effects
- Jira, Trello, Notion
- CMS (WordPress, Webflow)
- HTML/CSS/JavaScript (basic for handoff/QA)
- Design System Manager, Zeplin, Miro

Notable Projects

FreyFunds – Personal Finance Planning App

Led the end-to-end UX strategy for a finance app built to help users budget and save efficiently.

- Built a custom design system: boosted consistency by 40%, sped up dev by 30%.
- Ran usability tests with 15+ users: identified nav issues, reduced error rates by 20%.
- Revamped layout & IA: session duration and interaction rates increased by 35%.

GameHaven – Gaming Community Interface

Redesigned a multi-page gaming UI with a focus on engagement and task flow clarity.

- Applied gamification UX principles to improve onboarding speed by 25%.
- Created dev-ready UI kits with components optimized for dark mode experiences.

Professional Experience

UX Designer

Hami Ofogh Farda · Aug 2020 – Sep 2023

- Designed mobile-first interfaces for apps & web portals used by 10k+ users.
- Increased user satisfaction by 30% and engagement by 20% with intuitive UI improvements.
- Delivered end-to-end assets: wireframes, user flows, hi-fi mockups, and dev handoff kits.
- Conducted user interviews and synthesized into personas & journey maps.
- Improved usability by 15% through iterative testing & accessibility optimization.

Amirreza Nezami

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Graphic User Interface Designer

PixelSense Agency | Remote | Mar 2019 – Mar 2020

- Led visual design for over 50+ brand touchpoints and web components.
- Developed marketing visuals and micro-interactions for web assets.
- Built design templates that reduced repetitive design time by 40%.

Education Certificate

- **Certificate in UX Design** – BrainStation, Toronto, ON (2024)
- **B.Sc. in Industrial Engineering (Systems Planning & Analysis)** – Azad University

WHY ME?

I live and breathe clean, functional UX/UI. Whether it's writing crisp Jira stories or pushing pixel-perfect components in Figma, I bridge business needs with user-centered design. I thrive in agile teams and love to collaborate with devs, content creators, and PMs alike. At Sonnet, I see a space where I can grow, challenge myself, and make insurance feel human.