

# Anis Aliabadi

## Product Designer

I'm a data-driven and empathetic product designer who starts from a position of curiosity to get to the end goal. During the years of being a designer, I've worked on more than 25 products from e-commerce to healthcare systems.

## Contact me

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## Skills

### Design

- UI/UX Design
- Lean UX
- Design Thinking
- Design Sprint
- Interactive prototypes on Figma
- Wireframing
- Data Visualization (Fish bon, scenario mapping, Storyboarding etc.)
- Flow Diagramming

### Research

- Focus Groups • Design Evaluation • Thematic Analysis • Task Analysis • Contextual Inquiry • Semi-structured Interview • Affinity Diagramming • Heuristic Evaluation • Diary Study • Surveys • Data Analysis • Experiment Design • A/B Testing

### Coding

- HTML/CSS (acquaintance)

### Tools

Figma • XD • Sketch • Miro

Balsamiq • overflow • Marvel

Zeplin • Google Analyti • Hotjar

Photoshop • Illustrator

### Certificates



- Accessibility: How to Design for All
- Human-Computer Interaction - HCI



- UX Evaluation/ User Reaserch
- UX Writing



- IELTS (Academic): **6.5** Score

## Experiences

**Sr. Product Designer\_Design Lead** • Oct 2021\_ Present

### AvicennaResearch

Company Linkedin page: <https://www.linkedin.com/company/avicennarsrch/mycompany/>

Ethica is a research platform that brings the power of smartphones, wearables, and data science into human-subject research. Researchers from many institutes such as MacGill University, University of Amsterdam,... work with EthicaData.

- As a designer lead, I develop the workflow for the team and prepare guide documents that designers can use to follow the workflow.
- I revise the documentation system to make it more relevant to the design and product teams rather than just technical documents.
- After reviewing the entire system and reading support emails, I created a document and prioritized issues to be addressed.
- The nature of this service is complicated. In addition, most of the features were designed by developers who considered complex concepts such as using operands to construct a study so users feel as if they are programming while they are designing a study in the system. So I decided to redesign the service based on users' words that I have read in the support emails. A redesign includes research, sketching, presenting ideas to the other teams and brainstorming, revising the idea, and finally beginning the detailed design.

**Sr. Product Designer** • Oct 2020\_ Sep 2021 • 1 yr

### Nizek

Company Linkedin page: [www.linkedin.com/company/nizek/](http://www.linkedin.com/company/nizek/)

Tell: +98 9225010116

Nizek is a Web and Mobile development Company Based in Kuwait. I hired as a product designer.

- By Building an integrated user flow for the e-commerce projects I assisted to Amplify product managers' efficiency
- leading visual, interactions, information architecture, component library, design system for each product.
- By developing prototypes, and conducting rapid experimentation, we achieved 90 percent customer satisfaction.
- Through researching, sketching, prototyping, and user-testing experiences for most of the projects, I was useful to guide the client's product vision.

**Sr. Product Designer** • Jul 2018\_ Oct 2020 • 2 yrs 8 mos

### Freelance

Resign from where I worked with lovely colleagues and deciding to be a freelancer was a challengeable issue. During this period I have done more than 15 international projects.

- Analyzing data, using affinity diagrams, designed high-fi mockups, Persona. etc boosted in customer satisfaction ratings.
- Leading visual design, research, and evaluation of projects.
- Team up with some junior designers to teach them during designing a real project.
- Won the **best freelancer award** in the 2nd Iran's Freelancers' Festival in the User Interface Design field. <https://freelancerz.ir/98/>

**Sr. UI/UX Designer** • Apr 2016\_ Jul 2018 • 2 yrs and 4 mos

### Mabna ICT Co.

Company Linkedin page: [www.linkedin.com/company/mabna/about/](http://www.linkedin.com/company/mabna/about/)

Tell: +98 21 22938328

As a designer in the Design and Media department, I was in charge of designing products ranging from games to e-commerce.

- Managing and designing +8 websites and 5 mobile applications for a variety of industries, including healthcare, gaming, food, utilities, and others.
- Worked directly with stakeholders, Po, and engineers on multiple projects.

**Sr. UI/UX Designer/ Head Of Design** • 2015\_ 2016 • 1 yr

### Hasin Technology Co.

Company Linkedin page: [www.linkedin.com/company/hasingroup/](http://www.linkedin.com/company/hasingroup/)

Tell: +98 21 88441678

I joined this company as a senior designer to manage the websites' redesign (gooshishop.com) and design it's mobile application.

- Leading visual design, research, evaluation of projects and oversaw the tasks and designs of the other designers in my team.
- Increased user satisfaction by more than 50% by integrating the design and micro-interactions.
- Developed usability tests that resulted in successful project execution.
- Creating high-fidelity prototypes that resulted in the Beta being launched without any pain points.

**UI/UX Designer** • 2014\_ 2015 • 1 yr

### Tik8 website (Iran Internet Ventures Holding)

Company Linkedin page: [www.linkedin.com/company/netbarg/](http://www.linkedin.com/company/netbarg/)

Tell: +98 21 42024

Tik8 is an online movie and theatre ticket booking. My main responsibilities were:

- Conducting user journeys, site maps, prototyping, sketches, and UX evaluating.
- Implementing user centered design methods, resulting in 50% taking the market share in the first 3 month of project start
- Spearheaded weekly status meetings with the stackholders to share what I achieved from each fase of design.

**UI Designer/ Visual Designer** • 2013\_ 2014 • 1 yr

### NetBarg Daily Deal Website (Iran Internet Ventures Holding)

Company Linkedin page: [www.linkedin.com/company/netbarg/](http://www.linkedin.com/company/netbarg/)

Tell: +98 21 42024

NetBarg is the most popular and first group buying website in Iran. NetBarg mobile application won the Iran UX Award and the website won Iran's best website award that year. My main responsibilities were:

- Designing icons, illustrations, design system, prototyping, wireframing.
- Designing The User Interface Of The web pages and the mobile application.
- Achieved more than 75% conversion rate within the first two months of launching new design by designing the interaction, visual, and information architecture .

## Education

Dr. Shariati University (Iran\_Tehran)

### Bachelor in Graphic Design

Desertation:

Study of animations produced by UNICEF in the expression of children's rights

2009\_2013