

Tina Shafiee

UX UI Designer

A highly creative and motivated designer with a passion for delivering excellent user experiences and exceeding user needs. With a strong understanding of data-driven approaches, I am adept at creating wireframes and analyzing user data to inform design solutions.

Experience

Expedo - UX UI Designer

Oct 2021 - Present / Sydney

- Collaborating with other designers, product manager and engineers as part of an agile delivery team.
- Redesigning existing features, resulting in a 15% increase in user satisfaction.
- Maintaining the Expedo design system by constantly creating new components as needed.
- Developing wireframes, UI mock ups, prototypes and user journey maps.
- Supported software engineers to ensure the user interface was designed in line with the desired product objectives and user requirements

Vpply - UX Designer

July 2021 - Sep 2021 / Sydney

- Re-designed the pricing page and job creation flow.
- Developed a design system to ensure consistency across our design while adhering to brand guidelines.

Roche - UX UI Designer

May 2021 / Sydney

- Re-designed Roche Diagnostics website maintaining brand guidelines to increase engagement and communication with users.
- Carried out user research through targeted interviews and extensive usability testing before and after redesign.
- Created high fidelity wireframes and iterations based on business requirements and user feedbacks.

IO Energy - UX UI Designer

April 2021 / Sydney

- Re-designed the onboarding and sign-up process to increase efficiency.
- Received 85% positive feedback from users.
- Created high fidelity wireframes, and tested usability through interactive prototypes.

Contact

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Education

Academy Xi

UX UI Transform Course
(March 2021 - June 2021)

Azad University of Shiraz

Bachelor of Industrial Engineering
(Jan 2007 - Jan 2011)

Skills

Research & Design

- User Research
- Affinity Mapping
- User Flows
- UI Design
- Wireframing
- Prototyping
- Data Analysis
- Usability Testing
- A/B Testing

Tools

- Figma
- FigJam
- Sketch
- Whimsical
- Miro
- Jira / Confluence
- Zeplin
- Maze

Soft Skills

- Problem Solving
- Analytical Thinking
- Collaboration
- Team Player
- Fast Learner
- Creative