

Mahyar Alirezai

UI/UX Designer

Montreal, QC

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Productive and detailed UI/UX designer with +10 years of proven end-to-end experience delivering enjoyable cut in edge web, mobile and OS solutions at E-commerce, Telecom, Retail, Entertainment and Insurance industries.

Work experience

JRB (Je Rêve d'un Bureau) – Senior UI/UX Designer

April 2020 – Present , Montreal

Working with product and development team in order to design and create seamless user experience for web and mobile applications.

- Researching, prototyping, designing a reliable UI for web and mobile applications.
- Creating user journey, site maps and user flows.
- Improving current solutions based on WCAG guidelines to meet all requirements.

Freelancer – Self employed

March 2019 – April 2020 , TORONTO

Worked with companies and individuals around the world for designing and developing UI/UX of web and mobile applications and services.

- Researched, designed and prototyped a more approachable and valuable experience for high profile creators as a team member of Hypertire.com development team.
- Discovered and leveraged customer insights to create a better user experience for end-users.

Huawei Technologies – Senior UI/UX Designer

May 2017 – Feb 2019 , Dubai, UAE

Designed in-house Huawei's web and mobile products, created user-base mobile applications which are pre-installed on Huawei's devices or published on third parties' platforms.

- Worked closely with product owners, stakeholders and marketing teams in order to dove products, services and solutions based on design sprint process on Agile methodology.

- Built dynamic and productive user interfaces and experiences that are engaging and functional by using Adobe Creative suite (Photoshop, Illustrator), Axure, Balsamiq, Sketch and Adobe XD.
- Designed Interaction prototypes to convert wireframes and mockups to usable solutions.
- Drove mobile and web applications based on WCAG guidelines and converted ideas to solutions.
- Teams collaboration to implement projects about UX methodologies due to user engagement and problem solving by strong attention to details and monitoring the process even during tight deadlines.
- Analyzed users' feedback in order to find the best solution during A/B testing and measuring projects success.

RCDAT (Research center for developing advanced technologies) – Senior UI/UX Designer

Apr 2014 – May 2017

Contributed with product and development team to create social and news crawler, VOIP, Voice-to-Text, Tax services, form base systems and financial products.

- Coordinated and provided support on overall innovation strategy/action plans, including formulation, design, planning, solving complex user issues and implementation in close collaboration.
- Converted low-fi to hi-fi interaction prototyping design.
- Led multiple projects from UX perspective, defining functionality, navigation, interaction design and UI design under design thinking work flow and changing priorities based on every design cycle.
- Worked closely with product management team on UX ideation and innovation, making user personas, Storyboards, user scenarios, wire-framing, graphic materials, site maps, flows, user journeys and prototypes based on Agile methodology and also worked on application to meet WCAG guidelines points.
- Worked with teams to understand resource availability and plan resources effectively so as to produce deliverables and revisions to clients in a timely fashion.
- Helped define research process and UX best practices in user testing, A/B testing and accessibility testing as needed.
- Initiate, suggest, and spearhead major UI refactoring for a more intuitive user-experience (UX).
- Designed the first generation on Linux Mint OS user interface based on QSS and QT technologies.
- Gathered and analyzed users' behaviors by using Google Analytics, Google tag manages and In-house tracking systems.

Ariaban – UI Designer

Sep 2011 – Apr 2014

Worked on digital-IOT platforms with close collaboration with development team to design interactive LG smart-TV based applications, Digital signage, Smart parking system and interactive kiosks.

- Refine and iterate user experience by designing and implementing new modules and interface in a complex, responsive applications.
- Designed UI and UX of web applications.
- Designed brand identities and marketing materials.
- Designed UI kits and marketing materials.
- Converted mock-ups to interaction templates by using HTML, CSS, jQuery and JavaScript.

Batisware – Senior web designer

May 2009 – Sep 2011

Created UI kits and components for GDS (Global distribution system) in-house booking platform like Amadeus for airlines.

- Designer UI Kits by using CSS3, HTML5, jQuery and JavaScript for Java based platform.
- Collaborated with client teams to gather user system behaviors and business needs.
- Designed marketing materials.

PARSDATA – Technical server support engineer

2008 – May 2009

- Monitored Linux and Windows servers.
- Created back-ups for FTP, IIS, APACHE, SQL, MySQL
- Open source and in-house CMS installation.

Education

Azad University – Bachelor's degree on Computer Software Engineering

2006 – 2010

Activities

- Contributing with University of Toronto (UofT) for evaluating and mentoring new grades students at bootcamp as an industry professional.

Licenses & Certificates

Google – Google Analytics Individual Qualification

Issued: Feb 2020 – Credential ID: 45525778

Google – Google Analytics for Power Users

Issued: Feb 2020

Google – Advanced Google Analytics

Issued: Feb 2020

W3Schools – W3C CSS

Issued: May 2017

W3Schools – W3C HTML

Issued: Nov 2016

Software's

Adobe Creative Suite (Photoshop, Illustrator, CC), Axure RP, Sketch, Balsamiq, InVision, Adobe XD, Brackets, Visual Studio, e-Clipse, Google analytics, Atlassian Jira, etc.

Technologies

HTML5, CSS3, SASS/LESS, JavaScript, Bootstrap framework, Zurb foundation framework, Full responsive design experience, web standards, Panini data, Google material design.

Techniques

TDD, UCD, UDD, HCI, Lean UX, Agile and Waterfall methodologies, Surveys, Sitemaps, User journey, User personas, Card sorting, Expert reviews, User feedback, Interview, Pattern design, UI KIT design, Interaction design, Prototyping, Wireframe design, Customer research, User Research, Design research, Design sprint and Design thinking.

Soft skills

Creative thinker, Self-motivated, Team oriented, Fast learner, Time management, Ability to analyze, Team player, Creativity, Passionate, logic, Problem solver.