

FARNAZ MANSOURI - UX/UI designer

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SUMMARY

Phoenix, Arizona-based UX/UI design and multimedia creative professional with a cross-cultural background. Specialties in design thinking, digital arts, illustration, fine arts, and photography. Every project aims to bridge the gap between why and how in creativity, communication ideas, and purposeful design.

SKILLS

Tools: Figma, XD, Sketch, InVision, Adobe Suite, Google Suite, Adobe Photoshop, Adobe Illustrator, Corel Draw, Procreate, Adobe Lightroom

Research/Design Skills: competitive analysis, heuristic evaluation, journey and empathy mapping, user interviews, user testing, benchmarking, ethnography, wireframing, rapid prototyping, and brand development

Additional Skills: Illustration, typography, logo design

Languages: English (Fluent), Farsi (Fluent)

UX/UI DESIGN PROJECTS

UX/UI Designer - ROAM APP | [Project Link](#)

- Joined the design team is a social media plan calendar app, that helps users to manage their social.
- Designed Calendar and Map view calendar feature for the app.
- Managed research for the features.
- UX/UI designer operating sprints.
- Used Figma and Miro to conduct user research and create deliverables.

Solo UX/UI Designer - GOBUS APP | [Project Link](#)

- Tracking and navigation application for Midsized Metropolitan City, public transit system
- The app provides information upfront for lines, buses, and accurate timing.
- Utilized double diamond design process and user-centered design as a solo UX/UI designer.
- Used Figma, Miro, and Google Forms to conduct user research and create deliverables.
- Built a branded, high-fidelity clickable prototype using Figma and Illustrator.

PROFESSIONAL EXPERIENCE

Thinkful · Full-time

UX/UI Design Student

05/2022-present

- Conducted user surveys and interviews, and leveraged data to develop personas, empathy, journey maps, user stories, and flows to make informed design decisions.
- Utilized the double-diamond process and design sprint methodologies.
- Created adequate case studies to showcase findings and design decisions with clients and stakeholders.

Gallery Professional Artist

05/2015-08/2022

Painter and Illustrator

- Participated in group exhibitions at Fondre Gallery, Phoenix, AZ, (2020-2021), Portland on the Park Gallery, Phoenix, AZ, (2020-2021), and 9 The Gallery, Phoenix, AZ (2020).
- Participated in International exhibitions: Bologna children's book fair, Rome, Russia, (2020), Russa book fair, Moscow, Russia, (2015), and Singapore Art Exhibition, Singapore, (2015).
- Selected artist, Malek Museum Tehran, Iran (2016), Iranian artist forum, Tehran, Iran (2016-2019), Iranian Society of Illustrators, Tehran, Iran, (2016-2020).

Royaye Mehraban Kids Club, Tehran, Iran

05/2017-08/2018

Photographer & Graphic Designer

- Photographed children's portraits and poses and edited photos in software line Lightroom, Pand photoshop.
- Designed Logos, Posters, content strategy, and content design for social media pages.

Kids animation TV show, Two Pocket, Confidential client, Tehran, Iran

08/2015-05/2017

Senior illustrator & graphic designer

- Contributed to 2D real animation and conceptualized the story with illustrations.
- Directed the animation team for story illustration.
- Designed backgrounds, characters, credits stories, storyboards, and collage illustrations.

- Cultural Organization of Tehran Municipality**, Tehran, Iran 04/2015-12/2016
 Freelance Graphic Designer
- Conceptualized ideas from phrases to images and illustrated concepts to pictures on the poster designs.
 - Composed the layout with the concept and integrated typography with the poster layout.
- TLS**, (Tomorrow large scale system)Tehran, Iran 09/2013-06/2019
 Freelance Graphic Designer
- Designed stationery, posters, logos, and advertisements and conceptualized the banking ideas into the design.
 - Illustrated banking concepts on advertisements, cards, and posters.
- Osveye Iran**, Tehran, Iran 08/2012-08/2013
 Freelance Graphic Designer
- Designed logos, stationery, and posters and conceptualized the banking ideas into the design.
 - Illustrated concepts on cards, posters, and stands.
- SAMSUNG Mobile**, Tehran, Iran 08/2010-08/2011
 Graphic Designer
- Designed posters, catalogs, Logos, and calendars.
 - Redesigned posters, catalog, and packaging from Korean design to Persian.
 - Conceived idea from Korean design and implemented to Persian.
- SAMSUNG Mobile**, Tehran, Iran 05/2010-08/2010
 Graphic Designer
- Designed posters, catalogs, Logos, and calendars.
 - Redesigned posters, catalog, and packaging from Korean design to Persian.

EDUCATION

- Certificate/ UX/UI Design, Arizona State University, Phoenix, AZ** 04/2021-10/2021
- Conducted user surveys and interviews, and leveraged data to develop personas, empathy, journey maps, user stories, and flows in order to make informed design decisions.
 - Utilized the double-diamond process and designed a sprint.
 - Created case studies to showcase findings and design decisions with clients and stakeholders.
- MA / Illustration**, Art & Architecture University, Tehran, Iran 09/2010-09/2013
- Practical study of communication arts and design principles, advertising, story, and infographic illustration.
- BA / Graphic Design**, Art University of Tehran, Tehran, Iran 01/2003-09/2007
- Study of communication arts and graphic design principles, poster, logo, brochure, and stationery design.