



BAHAREH MOZAFFARINEJAD
Product Designer

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EXPERIENCE

Web UI & Visual Designer | Signature Orthodontics (May 2015 - Current)

- Designed Hi fidelity user interface mockup for the SigOrtho website
- Conceptualized and Designed an iOS application for the SigOrtho patients to track their treatment progress
- Created branding style guidelines and printed materials such as brochures, magazine ads, and flyers for marketing and advertising campaigns
- Illustrated and animated a business commercial animation video for publishing on SigOrtho website using Adobe Illustrator and After Effect

UI Designer (Contract) | Simplee (Jan 2018)

- Worked in collaboration with a design team to establish Simplee, a design system
- Ideated and wireframed different design solutions to improve the user experience for the "Payment Planning" section of Simplee products across mobile, tablet, and desktop devices
- Produced a high-quality creative animation along with icons and Illustrations for the marketing website
- Delivered tasks in a timely manner and assisted the team to meet the tight project deadlines

Freelance Web Designer & Developer | losaltosendo.com (Dec 2017)

- Designed a new branding style guidelines and logo for the Endodontics practice
- Revamped and developed a responsive website based on the new brand identity
- Created new iconography for the sophisticated Endodontics services

Front-End Developer Intern | Nikalabs Digital Agency (Feb 2017 - May 2017)

- Developed custom web pages for clients
- Designed responsive content within web pages
- Installed and updated Wordpress websites
- Gained experience in use of SEO plugin within Wordpress

TECHNICAL PROJECTS

SigOrtho | UX/UI App

- Conducted user research through interviewing and creating job stories to better understand the user needs and pain points
- Built Low and Hi fidelity wireframes and created prototypes for user testing
- Designed and animated interactive UI for the app via Principle and After Effects

IKEA | UX/UI Web

- Revamped the IKEA website to enhance the efficiency of online shopping for consumers, give the website a new look, and make it on brand
- Performed comprehensive research through user testing and heuristic evaluation to identify the problems
- Generated design solutions through a cycle of iterations and testing
- Designed and executed the final prototype in InVision for validation purposes

SKILLS

Programing

- HTML
- CSS
- Java Script
- jQuery

Software

2D

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe InDesign
- Adobe Premiere

Prototyping

- Sketch
- Principle
- InVision
- Marvel

3D

- Rhinoceros
- Keyshot
- Unity(Game engine)

EDUCATION

Master of Art in Web Design & New Media

Academy of Art University
San Francisco, CA
Jan 2015 - Aug 2017

Bachelor of Fine Arts in Industrial Design

IAU University of Art & Architecture
Tehran, Iran
Sep 2008 - Feb 2011