



Parsa Haghighi

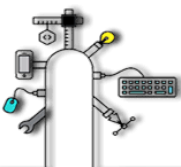
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I believe that success in life can be only achieved through combination of hard work, patience, curiosity and passion. It's not all about making apps easy to use. It's also about crafting experience that makes our lives truly rich.

MY USABILITY LAB

Founder of one of the largest photography community on instagram with more than 370K followers.

@portraits_mf
#portraits_mf



Career Objective

Having a strong desire to provide my growing expertise and deliver stunning graphic design, outside-the-box interactive websites and conversion-focused user experience. Applying **User-Centered Design** to understand what users need, how they think, how they behave and incorporating that understanding into every aspect of project's processes. I strive to use all of my skills and talents to effectively combine the technical, marketing and artist aspects of web design & development.

Experiences

Senior Product Designer (UX | UI)

Department of Planning and Environment

Jul 2018 - present

Responsibilities

Responsible for the user experience design of pet registry projects (**CDR**) based on **User Centred Design** principle. Translate concepts into wireframes and mockups that lead to intuitive user experiences, Facilitate client's product visions by **researching, conceiving, wireframing, sketching, prototyping, and mocking up** user experiences for digital products. Design and deliver information architecture (**IA**), user stories and user journeys for a wide range of devices and interfaces. Designed a new interface guidelines and design patterns Key challenges for **CDR** (*cat and dog registry NSW*). Commit to exploring and finding the right solution for broad user base, NSW Citizens. Balance competing demands to ensure deliverables are achieved.

Digital Lead UX / UI Designer

Aon - Sydney

Dec 2016 - July 2018

Responsibilities

Responsible for the user experience design of all digital marketing projects based on **User Centred Design** principle, Support and drive digital activities related to design and UX, Manage all forms of requirement gathering, user research and usability testing, ensuring the best methods are selected for each project, Liaise with stakeholders and managers to establish accomplishable objectives and KPIs from user experience, Work in conjunction with a team of project managers to deliver the best possible product for all projects, Oversee and approve the creation of all **Wireframes, Prototypes, User flow diagrams** and **Interaction designs**, Work with the in-house and offshore designers and developers to create an effective user experience for our own projects.

Achievement

Designed, developed and implementation of **smartMonday**, a transformation of the \$3.3 billion Aon Master Trust, in its new approach to superannuation. (website and portal)

smartMonday won **website of the year 2018** in the Financial Standard - Marketing, Advertising and Sales Excellence Awards

Designed, **AHFA** (Aon Hewitt Financial Advisors) website and portal.

Skills

UX METHODES

ROI of UCD
User-Centered Design
UX Flows
UI mock-ups
Front-end code
User Research
Product Design
Wireframes
Persona Creation
Usability Testing
Information Architecture
Card Sorting
Competitive Analysis
Diagramming
Ethnography
Hi/Low-Fi Prototyping
Interviewing
Sitemapping
Sketching
Strategy Development
Surveys

Interaction UX / UI Designer Lead

Dream Consortium - Sydney

Apr 2016 - Dec-2016

Responsibilities

Responsible to drive UX process for the entire organisation. Execution of strong interaction design and visual design principles. User experience planning and development, I am also responsible for facilitating, generating and executing great user experiences for our platform (Dream XQ), clients and their end users based on **User Centred Design** principle.

Achievement

Designed, developed and implementation of company website and Express DNA application from scratch.
Designed Dream XQ platform (**ERP** system).

Interaction UX / UI Designer

Macquarie IT - Sydney

Dec 2015 - Apr 2016

Responsibilities

Develop implementation design and high-fidelity prototypes for range of Macquarie IT projects in a customer project context. Apply modern and cutting edge User Interface Design principles base on customer requests.
Using standards based HTML5, CSS3, jQuery and Bootstrap. Apply **User-Centered Design** to Web Application Development. Making a Strong Business case for the **ROI** (return of investment) of **UCD** (user centered design).

Achievement

Designed, developed and implemented of three projects less than four months.

UX | UI Designer

Clarona Company - Sydney

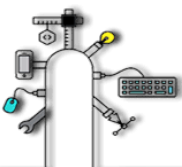
Jan 2014 – Dec 2015

Responsibilities

Responsible for the navigation, interaction design for web solutions. Conducting user rsearch, sketching, prototyping & usability testing. Developing and maintaining the front end functionality of websites. To apply user-centered design methods to translate user needs into innovative user experiences.
Demonstrate of Interaction design and User Experience (UX).

Achievement

Designed and developed a fully responsive eCommerce website by using HML5/CSS3, JavaScript, jQuery and AngularJS.



UX TOOLS

Sketch 3
Illustrator
Photoshop
Invision
Proto.io
Balsamiq
Pixate
Axure
Marvel
Framerjs
Noodl
Form

DEVELOPMENT

HTML5 & CSS3
Java Script
jQuery
Bootstrap
ASP.NET
MVC
AngularJS
C#
MVC

UX | UI Designer

Green Earth Systems - Sydney

Oct 2012 - Dec 2013

Responsibilities

Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences. Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.

Achievement

Designed, developed and implementation of five website and one portal dashboard.

Developer & Senior Sales Consultant

Golden Group Company - Iran

Jan 2007 – Nov 2009

Responsibilities

Building web applications with ASP.NET MVC, JavaScript, jQuery. Using HTML, CSS, and Javascript.

Achievement

Developed a new system for generating sales leads which was implemented across the organization and resulted in 30% improvement in sales performance.

Education - Qualifications



User Experience Design Immersive Program

General Assembly - Sydney

Jul 2015 – Oct 2015

User research
Business analysis
Information architecture, interaction and interface design
Sketching and prototyping
Heuristic evaluations
Usability testing
Front end web development
Working with teams and clients

Microsoft Certified Solutions Developer (MCSD)

Microsoft - Sydney

Microsoft
CERTIFIED
Solutions Developer
Nov 2014

Programming in HTML5 with JavaScript and CSS3
Developing ASP.NET MVC Web Applications
Developing Microsoft Azure and Web Services
Programming C#

BS Architecture Design

University of Santo Tomas

Oct 2009 - Jan 2012

Tehran Institute of Technology

Tehran - Iran

Oct 2000 - Nov 2003

Microsoft Certified System Engineer
(MCP, MCSA, MCSE)

