



## 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 352K 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

### Digital Lead UX Designer

Aon - Sydney

Dec 2016 - present

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

### Interaction UX / UI Designer Lead

Dream Consortium - Sydney

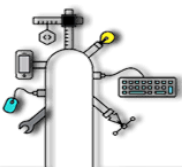
Apr 2016 - Dec-2016

#### 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).



# 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 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 Designer / Front End Developer 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.

## Front End Developer Green Earth Systems - Sydney

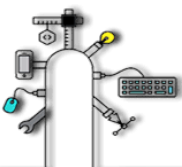
Oct 2012 – Dec 2013

### Responsibilities

Directly involved with the maintenance of over 10 websites. Maintenance (Bug Fixing). Used technologies MVC, JQuery, AngularJS and ASP.NET. Developing the Front End functionality of websites. Using standards based HTML5, CSS3 and Bootstrap.

### Achievement

Developed new and effective interactive design solutions on time and in scope.



## 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

## 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.  
Improving, bug fixing, upgrading, testing, and adding new features.  
Designing business models with Object Oriented Design approach.  
Developing and programming SQL SERVER.  
Experienced in supporting and maintaining systems.

### 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

  
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)

