

## Education

### Springboard

UX Design Career Track

### The School of the Art Institute of Chicago, Bachelor of Fine Arts

Concentration in Photography, Film, Interior Design,  
Design and Architecture

### Prince George's College, Bowie Maryland

Art Major

## Software and Skills

Adobe Creative Suite Applications

Photoshop

Illustrator

InDesign

inVision

Sketch

Marvel

Final-Cut Pro

Cvent

Basecamp /Constant Contact

Microsoft Office

## Language

English, Farsi (Native Fluency)

## Designer's Toolbox

A/B Testing,

Card Sort Testing

Affinity Mapping

Empathy Mapping

Journey Mapping

Prototyping

Persona Creation

Information Architecture (IA)

Website Analytics

Project Manager

Requirement Definition

Project Development

HTML

## Accomplishments

### Research and Human Interaction Background (Discover)

- Transforming clients' ideas into functional and strategic concepts for website development, applications and marketing methods.
- Creating solid structural base via qualitative interviews and focus groups to develop and execute marketing and communications plans for projects and events.
- Managing logistics and recruiting for trade shows, events and classes.
- Assisting students with construction and completion of personal art projects.

### Strategy and Problem Solving (Design)

- Conceptual development of projects to understand the users and solve their problems, ensuring that the solution fits the clients' image of the product.
- Via Persona Creation, A/B testing and usability testing create websites, apps, email campaigns and social media advertisements.
- Increase visit-to-lead and visit-to-action for various businesses by creating and improving ads, Information architecture, website wireframes and email campaigns.
- Introducing UX Design as a solution for existing websites, and prototyping the new designs to illustrate user flow improvement.

### Executing and Delivering the Ideas (Validate)

- Conducting user research and creating Site map, Wireframe, Hi Fidelity Prototyping, and user testing for variety of websites and apps.
- Delegate and collaborate with design team to create websites, apps and marketing materials including ads, emails and in-store signage.
- Coordinating and managing projects step-by-step to insure creator and operation teams meet the deadlines using Basecamp, and Cvent for events, trade-shows and individual clients.

## Professional Experience

### Real Art Production, Co-Owner, since 2003

- Over 10 years of freelance experience with reputable publications, advertisements, and private clients with results appearing in online stores such as Crate and Barrel, FTD, Bitter Pops, Vinto, UPDATE interiors, Yahoo.com, R.W. Grace, Neiman Marcus, Bobbi Brown Make-Up, Chantecaille Make-Up, University of Chicago, bElegance.com, Choose Chicago, and Italian Leather Handbags.
- Professional photographer for commercial, architectural, corporate headshots, food, and event clients.

### Calumet Photographic, Event Marketing Manager and Rental/Sales Associate, 2008 - 2014

- Responsible for all aspects of event coordination in terms of development, implementation, logistics, and coordination.
- Created marketing materials including ads, emails, in-store signage, gallery posters, invitations and weekly emails.
- Developed, implemented and edited education curriculum and delivered presentations to sales management on an ongoing basis.
- Cultivated and managed key relationships with rental clients to enhance customer experience and ensure loyalty.
- Technical equipment consultant.

## Awards and Accolades

Consulting Photography Certification

Art Institute of Chicago: Multiple Scholarships

Prince George's Community College: Student Art  
League Honorable Award (3 times)

## Volunteer Organization Experience

Chicago Arts Partnerships in Education (CAPE) Chicago, 2014-Present

Pasfarda Arts and Cultural Exchange Chicago, 2011-Present

Organizer of Shabeh Jomeh Washington DC and Chicago Chapter Leader,  
2005-Present

Chicago Nowruz Parade, March 2011

Trees of the World at the Cook County Treasurer's Office, November 2011, 2012