**Parastou Saba**

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LinkedIn:[linkedin.com/in/parastou-saba-6665b9150](https://www.linkedin.com/in/parastou-saba-6665b9150) | Portfolio: [www.parastousaba.com](http://www.parastousaba.com/)

A highly creative and solutions focused UX designer with strong user experience, user interface skills and usability knowledge. Enthusiastic about applying a human-centric design approach in designing digital products to enhance business success. An innovative outlook coupled with exceptional teamwork and communication skills throughout every design process.

# TECHNICAL SKILLS

**Technical Skills** | HTML, CSS, GitHub, Bootstrap, Figma, Invision, Adobe XD, Google Analytics, Content Management systems (WordPress, Wix, Zoho, Webflow), Confluence, Jira

**UX/UI Skills** | Interaction Design, Rapid Prototyping, Information Architecture, Decision Flow Studies, UX testing, UX Research, Focus Groups, User Persona creation and strategy, Affinity Diagrams, Wireframes, Heuristic Evaluation, Typography and Iconography, Storyboarding, Decision Flow Diagrams, User journey/stories, Persona Creation, Insight Synthesis

# WORK EXPERIENCE

**UI Designer**

**SCIEX** August 2023 - Present

* Collaborate with cross-functional teams to design and develop user interfaces for scientific instrumentation and software applications.
* Create wireframes, mock-ups, and prototypes to communicate design concepts and gather feedback.
* Conduct user research and usability testing to iterate and optimize interface designs.
* Collaborate with engineers to ensure the feasibility and implementation of design solutions.
* Apply principles of user-centered design and accessibility standards to create intuitive and user-friendly interfaces.
* Contribute to the development of design systems and style guides for consistent UI across multiple products.

**UX Designer/ UX Researcher** December 2021-Jan 2023

**SofTX Innovations**

* Conducted UX research to improve design and user journeys on dashboard designs
* Created research documentation such as user journey maps and wireframes for stakeholder presentations
* Interpreted google analytic reports to improve metrics, performance and user experience on multiple digital platforms
* Designed and developed multiple responsive websites for clients using Webflow and Wix CMS
* Created interactive prototypes using Invision, and Figma prototyping tool to present to clients
* Updated blog posts and social media content regularly to generate traffic and optimize sales funnels

**UX/UI Designer** November 2021- May 2022

**Research Money inc**

* Created user-centered designs by understanding business requirements, and user research
* Created user journeys, site maps, wire frames, prototypes and mock-ups for digital products
* Translated requirements into style guides, design systems, design patterns and attractive user interfaces in Figma
* Redesigned Wix E-commerce website, and Zoho email campaigns which led to increase in conference ticket sales and paid subscription
* Contributed to rebranding and creating a consistent design system/ style guide
* Created and performed regular surveys to improve subscription newsletters using subscribers’ feedback
* Managed, updated and optimized Research Money events website on daily basis using google analytic reports, and business requirements to prepare for Research money annual conference

**UX/UI Designer**

 July 2021-November 2021 **Forward PMX Digital Branding Agency**

* Created website wireframes and high-fidelity mock-ups for A/B testing which led to increase in lead generation for health care and mortgage industry clients
* Redesigned both web and mobile interfaces focusing on information architecture, to improve user experience and Interface
* Implemented client brand guidelines to design landing pages and forms which encourage users to take action
* Facilitate design walk through/brainstorming and work feedback sessions with stakeholders and clients through the use of design thinking, collaboration techniques, and interactive prototypes
* Conducted competitor research to improve consistency of World Vision’s global design system

**UX/UI Designer Freelance** March 2019 - Current

* Conducted user and competitive research for multiple clients
* Created digital wireframes, mock-ups and prototypes
* Built responsive websites and mobile apps using UX documents using a user-centric design approach for both E-commerce and Service based businesses

**Senior Sales Associate** September 2015 - July 2019

**WOWMobile - Telus and Rogers/ Match Marketing**

* Promoted and boosted revenue by 15% through means of experiential marketing tactics
* Increased sales by 25% per month by employing modern selling techniques derived from in-house sales training programs
* Attained top performance in sales with hitting personal targets which received published recognition in 2018

# EDUCATION

# Certificate UX/UI Design March 2021

University of Toronto

**Bachelor of Sociology and Philosophy June 2019**

University of Toronto