

Sara Ghorashizadeh

UI/UX Designer

Contact

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Skills

User experience design, UX
User interface design, UI
Low and high fidelity design
Rapid prototyping
Interaction design
Qualitative and quantitative test including user research, interview & A/B testing
Market research & competitor analysis
UI kit and design system
User flow & wireframes

Tools

Figma
Adobe XD
Sketch & Invision
Abstract
Zeplin
Sessioncam
ContentSquare
User brain
Optimal workshop
HTML & CSS
Google Analytics & Optimise
A/B testing
Jira & Confluence

Education & Certification

MA in Design for communication(distinction):
University of Westminster London, UK 2013-2014

BA in Graphic design (1st class honours):
Azad University of Tehran, Iran 1995-2001

Experience

wilko — CRO lead UI/UX Designer

UK, London 2021-Present

- At omni channel team I am UI/UX designer collaborating with product manager, business analysis and engineers. I create and deliver low and high fidelity design, wireframes and user flow for a wide range of devices and interfaces which balance user needs, business goals and technological possibilities
- Custodian of consistency across wilko.com. Responsible for developing and maintaining digital user experience best practice inclusive of; execution principles and style guidelines and UI kit
- Partner with product owners, other designers and engineers to oversee UX from conception to launch for any website developments including new feature releases
- Build and promote a culture of continuous improvement within the digital team. Responsible for the digital testing roadmap/plans using techniques such as A/B and MVT, with clear KPIs and performance metrics for each test
- Challenge the status user insight and/or data; proactive use from internal/external sources to prioritise necessary user experience improvements for wilko.com
- Responsible for defining and signing off problem statements and hypotheses based on insights before commencing design work
- Realise that design is vital to achieving business objectives and goals and how I contribute to that success
- Facilitate workshops and building digital prototypes that bring simplicity to complex user journeys

ODEON — UI/UX Designer

UK, London 2020-2021

- Accountable for delivering design prototypes to communicate Customer/Guest Experience; CX both in agile and waterfall environment in a multi-disciplinary team.
- Create appropriate design and conceptual models, wireframes, mockups, and prototypes to communicate both high-level design strategies and detailed interaction behaviors
- Work closely with product managers, front end and back end developers to define and produce innovative solutions to guest journey issues.
- Contribute to the guest/customer experience journey. Define features across applicable devices and locales, for near and long-term delivery.
- Understand the guest/customer needs and how design, technical, and business can help to meet them.
- Responsible for creating guest/customer experience and interface in web, mobile app and in-cinema digital interactive screens.

Homebase — Senior UI/UX Designer

UK, Milton Keynes 2018-2020

- Accountable for creating deliverables user flows & customer experience across the Homebase & Bathstore website
- Provide customer & market research to support the design
- Validate the designs and thinkings with quantitative & qualitative user testing
- Apply a design thinking approach in creating design solutions that address both user & business needs
- Create low fidelity design to minimise the chalanges on the early stage
- Provide quality output in terms of experience strategy, usability, accessibility & interaction design, from concept to handoff
- Working collaboratively in an agile team working through the project cycle from conceptual states through to live, ensuring the design vision is met and standards upheld
- Contribute to create Homebase visual language and design systems to ensure consistency across the brand and product
- Work with the product team, engineers, developers and stakeholders to identify new features, understand user needs and problems, design the solutions to address them
- Build prototypes to test assumption and hypothesis and make sure our products are best placed to delight customers from day one and that the products I design can make a real difference
- Explain and justify my design decisions to others with the help of data such as page conversion rate and real customer feedback through Google Analytics, In-person user testing, Usability hub, Sessioncam and Google Optimize A/B testing
- Know when to push for quality and when to compromise to get projects over the finish line and into the hands of our customers

LDI Color Toolbox — Lead Designer

New York-US 2014-2018

- Design lead to create a brand new LDI wordpress website
- Visualizing & storytelling ebook design contents to make complex LDI services easy to understand for the target audiences using info-graphics and motion designs
- Increased unique visitors by 60% & exceeded expectation by raised approximately 8% revenues every month
- Communicating & collaborating with the team, developers, senior-level stakeholders & sales peoples to discover the core business & design user-centric UI/UX elements
- Self-motivated running projects and workshops to create LDI brand guidelines & LDI client face mobile App
- Create marketing materials for LDI monthly events such as motion designs show on huge digital screens at Times Square buildings while the event was live at our Times Square showroom
- Produced digital marketing assets for our campaigns and events to use on emails, social media, homepage and landing pages.

I have **12 years of experience** in branding and graphic design as a founder of Sim Graphic studio for client including but not limited: Iran united nation, Documentary and Experimental Film Center and Memar magazine.

Tehran-Iran 2001-2013