

Shabnam Paidarfard

Senior Product Designer

I'm a Hybrid UX Designer / UI Developer with extensive knowledge in product development. My hybrid skills put me in a unique position to ensure a more dynamic relationship between designers and developers in large companies. On the flip side, I can be the all-in-one solution to take a product from vision to market at any stage of a company.

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TECHNICAL SKILLS

Senior Product Designer

Trellis Research

01/2020 - Present

Los Angeles

Trellis.law is a comprehensive AI-powered state court research and analytics platform built by litigators for litigators.

Achievements/Tasks

- Working closely with the engineering team, the designer, and one of the cofounders who leads the product.
- Responsible for developing and designing new product features, A/B test and retention.
- Worked as frontend developer to reface the UI of the site and helped optimize the site for advanced SEO & ADA.

Senior UX/UI Product Designer

Elash Design Studio

10/2010 - Present

Achievements/Tasks

- Designed and developed interactive responsive websites & E-commerce applications for small & large scale companies.
- Orchestrate all digital marketing functions, including e-mail marketing, mobile marketing, social marketing, paid search, SEO, affiliate and display marketing. Drove the marketing vision across these channels, as well as budget ownership to optimize spend.
- Lead all the projects from conceptualization to deliverance and ensure to complete within the deadlines.
- Redesigned the customer web experience using agile methodology, resulting in a 50% increase in registering client and an 45% increase in lead conversions.
- Helped client by designing and launching e-commerce business to generate a 6 figure sales in first quarter.
- Optimized websites for SEO & accessibility to make sure the sites follow section 508 compliance.

Lead UX/UI Designer

Cetera Financial Group

12/2016 - 01/2020

Achievements/Tasks

- Lead multiple teams of UX designer & UI developer to develop user-centric products and services timely and effectively.
- Worked in close collaboration with UX director, project mangers, backend developers, QA team in an agile environment to deliver product requirements, a user-center design and frontend technology.
- Contributed to all stages of the design process, from market research, conceptualizing styles, wireframing, information architect, user interface, user experience, interactive live prototypes for complex B2B applications and Advisework platform.
- Provided a tech solution for a live global style guide which helped the company save half million dollar on the application design.
- Created frameworks and prototypes to share the vision, design principles and content strategy

TECHNICAL SKILLS

Lead Hybrid UX/UI Designer Civic Resource Group International

10/2014 - 12/2016

Achievements/Tasks

- Created a variety of user research, user testing, wireframes, process flows, information architecture, content mapping, sitemaps, mockups, live UI prototypes for both frontend and CMS of government's website and intranet.
- Developed multiple frontend of mobile first web applications.
- Optimized websites for SEO & accessibility to make sure the sites follow section 508 compliance.
- Conducted competitive assessments and usability evaluations, A/B testing of web-based applications.
- Worked collaboratively with members of the UX design team and backend team in the agile process, with daily scrums and sprints.

EDUCATION

BS - Web Design & Interactive Media The Art University of Pittsburgh

09/2011 - 06/2014

BS - Graphic Design The Art University of Sooreh, Iran

09/1999 - 09/2004

HIGHLIGHTED PROJECT

511nextgen.org, Metropolitan Transportation Commission

Lead Frontend Developer

The Toll Roads Website

UX Designer

GO Santa Monica App, City/County of San Diego

Lead Frontend Developer / Lead UX Designer

DANET Intranet, San Diego County District Attorney

UX Designer

CivicConnectAR™ Platform (Augmented Reality)

Lead Interactive Designer

PartItDTSD, City/County of San Diego

UX/UI developer

Wyoming Business Council

UX Designer

L.A. Care Health Plan Website, Intranet & Content Audit

UI Developer

Explore the Coast Mobile/Web Project

Lead Frontend Developer / Lead UX Designer

WaterSmartTarget System, City/County of San Diego

UI Developer

Regional Transportation Plan Communities Intranet

UX Designer

Metro Interactive Maps (Via Antonio, OCTA, CSRP, NW138)

UI Developer

ShopSK E-commerce Mobile/Website

Sr. Product Designer | UI developer

Palm Springs Bureau of Tourism Website

UI Developer

PROFESSIONAL ATTRIBUTES

- Excellent project management, design, delivery, and consulting skills
- Ability to focus on strategic goals, while satisfying the tactical needs of the client and the organization
- Dynamic, dedicated and determined with proven ability to deliver results

Relentless desire to learn and leverage the latest Web technologies.

- Demonstrated skills creating process flows, sitemaps, wireframes, prototypes, and other UX deliverables
- Capable of partnering and influencing work effectively with executive management
- Expert in Adobe XD, Sketch, figma and other wireframing and design collaboration tools