

Pardis Taherzadeh

User Experience and User interface Designer

An insight-driven interdisciplinary designer who innovates in ambiguity.

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San Diego, CA

EXPERIENCE

User Experience Designer

Amazon Web Services (AWS) | *January 2022 - Present*

- Owned design process from end-to-end for new features and workflows for Amazon Relational Database Service (RDS)
- Led and launched RDS Custom for SQL Server CEV project and multiple other complex small to large scale RDS console UX projects
- Collaborated with product managers, back-end and front-end engineering, technical writers, and marketing to drive alignment and deliver new features
- Spearheaded data driven design initiative to collect customer usage data across the RDS console and monitor UX health of the console over time
- Lead and created RDS console Figma design library which then expanded to use by 12 other teams in AWS as well

User Experience Designer

New Millennium Movement | *June 2021 – November 2021*

- Led research to get insights from users and the client
- Collaborated with developer from the beginning of the project
- Developed a strategic human centered process and redesigned the non-profit organization's website which improved user engagements
- Redesigned the donation flow of the website which led to 3.5x increase in donation rates
- Designed a scalable, sustainable and accessible design system

Lead User Experience Designer

Timeless blossoms | *March 2021 – June 2021*

- Led a team of 5 to develop an end-to-end user experience through considering users and business needs.
- Collaborative ideation and brainstorming sessions with the team through competitive audit, crazy eights and storyboarding methods
- Designed an application that helps customers to have a smooth experience and increased the online ordering satisfaction rate to 82%
- Solved design challenges by employing variety of human-centric methods

User Experience and User Interface Designer

Happique | *December 2020 – March 2021*

- Crafted qualitative and quantitative research to understand users' pain points, needs and goals
- Collaboratively worked with other designers to design the application's sitemap, user flow, low/high fidelity wireframes, and prototypes according to insights driven by user interviews and surveys

Teacher Assistant

Bilkent University | *September 2015 – March 2017*

- Attended visual communication, digital media, and product design courses as a teacher assistant
- Conducted research projects and [published articles](#) about the effects of lighting and color characteristics of indoor environments on human factors and user behaviors

SKILLS

Design & Research

- Application & Web design
- Qualitative & Quantitative research
- Interaction design
- Wireframing & Prototyping
- Heuristic evaluation
- Competitive Analysis
- Contextual Inquiry
- Storyboarding
- User interview
- Survey design
- Usability testing
- Collaborative ideation
- Info. Architecture
- Visual design
- Human factors

Tools

- Figma
- Adobe XD
- Sketch
- Invision
- Balsamiq
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Rhinoceros 3D modelling
- Google sketchUp 3D modelling

EDUCATION

Google UX Design Professional Certificate

December 2021

UC San Diego Human-Centered Design Certificate

December 2020

Interior Architecture and Environmental Design

Bilkent University | M.F.A | *2015 – 2018*

- **Thesis topic:** "Investigating the influence of spectral power distribution characteristics of lighting on hue discrimination task performance of users"
- Conducted in-person user testing in an experimental setup to observe users' hue discrimination task performance

Bachelor of Architecture

Middle East Technical University | *2010 – 2015*