



Pardis Taherzadeh

UX-UI Designer

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📍 San Diego, CA

EXPERIENCE

UX-Visual Designer | Freelance

New Millennium Movement (Non profit organization)

06/2021 – 08/2021

- Increased website retention rate from gaining 100 users per week by redesigning the landing page.
- Improved usability by conducting heuristic evaluations on desktop and mobile screens.
- Created a new sitemap in accordance with users' and the client's needs.
- Redesigned the website's user interface to enhance the consistency and engagement of users.

UX-UI Designer | Freelance

Timeless Blossoms

03/2021 – 06/2021

- Designed and maintained end-to-end user experience through user research, user personas, user story, user journey map.
- Identified specific problems & hypothesis statements.
- Brainstormed ideas during a competitive audit, crazy eights, and storyboarding.
- Designed user interfaces with employing a variety of human-centric methods to solve design challenges.

UX-UI Designer / UX researcher | Freelance

Happique

12/2020 - 03/2021

- Crafted quantitative and qualitative research to understand users' pain points, needs, and behaviors.
- Analyzed and synthesized research results and conducted user personas.
- Conducted proper solutions and designed Sitemap, user flows, low-high fidelity wireframes, and prototypes according to user research, interviews, and surveys.

Senior. Restoration Architect

Atus Arcitecture LTD.STI.

03/2018 - 09/2020

- Preservation and Conversation of "Diyarbakir Fortress and Hevsel Gardens Cultural Landscape" which is UNESCO's world heritage restoration project.

Research and Teacher Assistant

Bilkent University (Turkey)

09/2015 - 03/2017

- Attended Visual Communication, Digital Media, and Product Design courses as a teacher assistant.
- Conducted research project about effects of lighting, acoustics, and color characteristics of the indoor environment on human factors and user behaviors.

SKILLS

Design & Research

- Quantitative & Qualitative Research
- UX Research
- UX Strategy
- User Flows
- Collaborative Ideation
- Rapid Prototyping
- Wireframing
- Usability Testing
- Visual Design
- Competitive Analysis
- Info. Architecture
- Storyboarding
- Human Factors

Tools

- Adobe XD
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Balsamiq
- Rhinoceros
- Google Sketchup
- Autodesk Revit

EDUCATION

Interior Architecture and Environmental Design

Bilkent University

2018

Master of Fine Arts (M.F.A)

Thesis Topic: "Investigating the Influence of Spectral Power Distribution characteristics on hue discrimination task performance"

- Conducted qualitative and quantitative user research.
- Conducted in-person user test on the experimental setup and observed users' hue discrimination task performance.

Architecture

Middle East Technical University

2015

Bachelor of Architecture (B.Arch.)

CERTIFICATES

Google UX Design Professional Certificates

06/2021

UC San Diego Human-Centered Design: An Introduction

10/2020

LANGUAGES

English	Fluent
Persian	Native
Turkish	Native
Azerbaijani	Fluent