

maryam azarnia

UX & visual designer

profile

Maryam (MDes) is an interdisciplinary designer from BC, specializing in improving user experience through Design Thinking practices. She has over 8 years of experience working with startups and companies in BC, Canada and the Middle East. Her academic background is in Industrial design & Interactive design and she is passionate about emerging technologies, sociology, building communities, and visual communications.

educations

| Emily Carr University of Art and Design

Certificate- Interaction Design VANCOUVER, BC - 2017

| Art University of Tehran

Industrial Design MDes TEHRAN, IRAN - 2011- 2013

| University of Tehran

Industrial Design BDes TEHRAN, IRAN - 2007 - 2011

professional experience

| Freelance Designer

JUNE 2020 - PRESENT

- Working with startups and companies in various stages: web design, packaging design and branding.

| Tveon + Komixstream — UX/UI Designer

contact

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LinkedIn: www.linkedin.com/in/maryamazar

professional skills

UX Research

Lean UX

Usability Testing

Visual Storytelling

Strategic UX

Responsive Design

Wireframing

Prototyping

Branding

Data Visualization

WP customization

CSS animation

tools

Adobe XD

Sketch

Figma

KELOWNA, BC - FEB 2019 - JULY 2020

- Determine information architecture and creating sitemaps - Design and implement UX testing methods
- Deliver prototypes and wireframes
- Define and refine user personas
- Identify, troubleshoot and provide solutions for UX problems - Illustrate design ideas with paper prototypes, storyboards, and/or sketches
- Present and communicate insights in order to help develop a long-term product strategy

| **ROOOF — UX Consultant**

VICTORIA, BC - 2018 (CONTRACT)

- Created a user-friendly process for the Chrome Extension of Roof
- Analyzed and evaluated of the old system
- Collected user data by conducting interviews with customer service, engineers, developers, PM and the stakeholders
- Delivered UI and UX improvement solutions
- Presented a wireframe and mockups for the new design - Built an interactive mockup

| **Native Ads — Product Designer**

VANCOUVER - 2018 (CONTRACT)

- Delivered prototypes and high fidelity mockups for client's websites
 - Worked collaboratively with writers, PMs, engineers, designers, & stakeholders to define the user interface, content, and flow of products
- Crafted visual elements, including icons, vector illustration, & CSS animations
- Created presentation slides for clients

| **TEI Web Solutions — UI/UX Designer**

VANCOUVER - 2017 (CONTRACT)

- Executed the redesign of Petro Management App
- Conducted user and market research before and after the design - Analyzed user data and created user flows
- Collaborated with the developer, product manager and engineer -

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft Office Suite

HTML, CSS

Material design

certificates

| IBM

Enterprise Design Thinking Practitioner

ISSUED AUGUST 2020

| Acumen Academy

Human Centred Design

FINISHED JUNE 2020

| Acumen Academy

Design Kit: Prototyping

FINISHED DEC 2018

| Acumen Academy

Human Centred Design for Social innovation

FINISHED JUNE 2014

volunteer

| **Graphic Designers of Canada**

Okanagan Board member & Communication Coordinator

KELOWNA, BC - MARCH 2019 - PRESENT

| **Ladies, Wine & Design**

Chapter Leader in Okanagan

KELOWNA, BC - Since 2019

Organized, tailored, and moderated user testing

| **Drink List** — *Visual Designer*

VANCOUVER - 2017 (CONTRACT)

- Collaborated with the Vancouver-based startup as the creative director & graphic designer for branding and logo design
- Directed and developed creative concepts for website and print

| **Abrak App** — *Digital Designer*

TEHRAN- IRAN - 2015 (CONTRACT)

- Designed and delivered a serie of digital illustrations for the Abrak app

| **ARA Lab** — *UX Designer*

TEHRAN- IRAN - 2013 - 2015

- Developed web page content, navigation, functionality, look and feel of websites and applications for different clients
- Developed user personas and scenarios in order to enhance functionality and usability for key audiences
- Created wireframes, sitemaps, and mockups
- Worked closely with the graphic design team, developers, and project manager
- Worked in a lead role to provide supervision and guidance to junior designers
- Collected, analyzed, interpreted, and used related reference documents and drawings prepared by other disciplines, vendors or outside sources
- Tested hardware and usability of mobile devices for bugs, flaws, and difficult interactions

| **Saba Highschool** — *Teacher*

TEHRAN- IRAN - 2013 - 2014

| **Manesht Studio** — *Graphic Designer*

TEHRAN- IRAN - 2013 - 2014

| **David Suzuki Foundation**

Graphic Designer

VANCOUVER - 2017 - 2019

| **Women in Tech Regatta**

Event Facilitator

VANCOUVER - 2018

| **Vancouver Film Festival**

Team Lead

VANCOUVER - 2018

languages

English

Farsi (Persian)

personal interest

Planting, biking, crafts, flowers, geometry, doodling, modern art, sustainable fashion, Chambor pop and piano