

EDUCATION

- **University of Barcelona** Barcelona, ES
Master of User Experience Design 2022 – 2023
- **Texas Woman's University** Denton, TX
Post Baccalaureate in Linguistics and Communication 2019 – 2020
- **University of Texas at Arlington** Arlington, TX
Bachelor of Art in Psychology 2014 – 2018
 - Magna Cum Laude

EXPERIENCE

- **SponsorAPet** Remote
User Experience Design Intern June 2024 – October 2024
 - Lead weekly meetings with the CEO, founding engineer, and fellow UX designers to discuss progress and strategic direction and collaborate with cross-functional teams daily to iterate on designs, enhancing user experience and platform functionality.
 - Conducted interviews and surveys with animal nonprofits to gather user feedback and identify opportunities for design enhancements, resulting in design improvements with a 60 percent increase in conversion rates.
- **Autohub** Fort Worth, TX
Freelance UX Designer September 2023 – Present
 - Engaged with stakeholders, developers, and sales teams to gather requirements, align on project goals, and ensure the seamless integration of UX designs into Auto Hub's digital platforms.
 - Developed UX strategies focusing on enhancing customer interaction and satisfaction, leading to a 40 percent increase in user engagement.
- **Glovo** Barcelona, ES
User Experience Design Intern May 2023 – July 2023
 - Collaborated with the design lead of Glovo and with other designers to introduce fresh innovative design perspectives and products.
 - Conducted research and interviews to streamline ideation of new features and services.

PROJECTS

- **Waves** Spring 2023
Passion Project
 - Created a platform that allows protestors and protest organizers to come together and receive the tools they need to safely organize and attend protests to amplify causes they are passionate about.
 - Conducted comprehensive research and in-depth user interviews to identify key user pain points and needs.
 - Applied Lean UX principles to streamline the design process, focusing on rapid iterations based on continuous user feedback.
- **Smartplate** Spring 2023
Final Design Project in collaboration with Glovo
 - Designed and prototyped Smartplate, a comprehensive health and nutrition platform
 - Established a holistic business model and cohesive brand image for Smartplate, including an Instagram ad campaign aimed at creating awareness and generating interest.

SKILLS

Languages: Advanced German, Conversational Farsi, Basic Spanish and French

Programs: Figma, Adobe XD, Sketch, Illustrator, Microsoft Office, SPSS

Certifications: Certified Teacher (EC-12), TEFL (Teaching English as a Second Language) Certified