

Mahsa Keyhani

UI/UX Designer

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London, UK

Dedicated UI/UX designer with a background in psychology, skilled in crafting intuitive and engaging user experiences for mobile, web, AI and AR/VR applications. With extensive experience in visual design and prototyping, I have a proven ability to effectively translate user needs and business goals into compelling design solutions.

EXPERIENCE

UI/UX Designer - HEGIAS (Zürich, CH)

NOV 2022 - JAN 2024

- Designed user experiences and visual designs for the company's Virtual Reality (VR) application, web application and CMS, working closely with developers and the content team to overcome UI/UX challenges.
- Closely collaborated with the product team and engineers to discuss UX challenges and design proposals.
- Contributed to several customer projects, including the Kirchner Museum Davos, Richner, and Sonepar, ensuring user-centered design and a seamless VR experience.

Achievements:

- Recognized by the product team for consistently delivering high-quality UI/UX designs, enhancing customer satisfaction and retention.

Reason for leaving: Relocation to UK.

UX/UI Designer, Smood (Zürich, CH)

SEP 2021 - NOV 2022

- Led a project to redesign the company's mobile and web applications to improve the user's shopping experience. Contributed to multiple projects, designing UI elements, user flows, and prototypes to ensure a cohesive brand experience.
- Developed a design system to maintain brand consistency across multiple mobile apps (iOS) and website projects.
- Conducted user research and designed user flows, low- and high-fidelity prototypes, and UI elements to ensure high-quality design deliverables.
- Collaborated closely with project managers, developers, and stakeholders to define project requirements and iterate on design solutions.

Achievements:

- Successful design of new features and redesign of the mobile app and website, resulting in increased user satisfaction.

EDUCATION & CERTIFICATES

Bachelor of Science, Psychology

Azad University of Karaj | 2009 - 2013

UX/UI Design

Academy Xi, Sydney | 2020 - 2021

User Experience Nanodegree

Udacity | FEB - MAY 2020

Visual Elements of UI Design

California Institute of the Arts | 2018

Introduction to UI/UX Design

TAFE NSW | 2018

Graphic & Digital Design

Tehran Institute of Technology | 2015

SKILLS

Design

User flows, Sketching, Wireframing, Prototyping and Interaction design using different tools such as Figma, Sketch, Invision, Adobe XD, Photoshop & Procreate.

Research

User research, Persona, Competitive Analysis, Usability and User Testing, A/B Testing.

UX/UI Designer, Academy Xi (Remote, AU)

OCT 2020 - APR 2021

Completed a comprehensive, project-based course in UX/UI design, including two real-world projects with client companies.

- Worked with Memento Media to identify usability and UI issues, improving user flow and creating high-fidelity prototypes to meet client needs.
- Collaborated with the team at MyCareSpace to improve interaction and visual design on a disability support website, conducting user testing in a 6-week sprint to ensure a seamless user experience.

UX/UI Design, Kiindred (Sydney, AU)

AUG 2020 - OCT 2020

Conducted a thorough analysis of the mobile app's usability and UI, identifying key issues and areas for improvement. Created high-fidelity prototypes for new app features, ensuring a user-centered design approach.

Achievements:

- Conducted a usability test that informed a successful redesign of the app's UI, resulting in a significant increase in user engagement and satisfaction.

Reason for leaving: Relocation to Switzerland.

Freelance UX/UI Designer (Sydney, AU)

JUL 2019 - AUG 2020

UX/UI Designer, Saba System (Remote - Tehran)

DEC 2018 - JUN 2019

Designed user flow and UI for a mobile app to manage the company's network product and view its logs.

Achievements:

- The new design increased their customers' satisfaction

Reason for leaving: End of contract.