
NEDA GHADERI

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UX DESIGNER

UX designer with experience in conducting user research and testing, developing wireframes and task flows based on user needs, collaborating with designers and developers to create intuitive, user-friendly digital flow. Experience in Agile UX. Ability to work amongst multidisciplinary team, collaborate, and understand business requirements, needs and intent. Skilled in implementing UX specification and defending user experience to ensure stakeholder satisfaction.

AREAS OF EXPERTISE

- Wireframing
- Prototyping
- User Research
- User-center Design
- Figma
- Axure
- Sketch
- InVision
- HTML/CSS/JavaScript
- Adobe Creative Suite
- WordPress
- Mirro

PROFESSIONAL EXPERIENCE

UI/UX Designer, 01/2019 to Present

Bastion Health – Farmington, CT

- Research, evaluate and define the design process
- Branding, color palette and design style guide of the company
- Define the Information architecture of application
- Work closely with business and product owners
- Designed end to end experience
- User testing and design iterations

UX Designer, 02/2020 to 09/2020 (Contract)

The Hartford – Hartford, CT

- Continuous collaboration with team members
- Integrating customer feedback and change with each iteration on the project
- Worked closely with product owners to create user stories and clarified the business value from the UX decision
- Worked in agile culture in a collaboration with inshore and offshore developers, engineers, underwriters and sale managers
- Responsible for wireframes creation, task analysis and creating prototypes within Axure
- Updated the final UI designs based on user testing and design iterations
- Understand the who, what and, why
- Wireframe design and build low to high fidelity prototypes of interaction, animations or transitions
- Communicated and presented to all business partners the design methods and processes

UX Researcher and Designer, 08/2019 to 02/2020 (Contract)

UConn Health – Farmington, CT

- Conceptualized, planned, and implemented original designs for broad range of website properties
- Defined new approaches to complex design problems
- Researched, designed, and prototyped a more approachable and valuable experience for users.
- Performed brainstorming, sketching and wireframing
- Designed the user flows and visual style for new features
- Created high-fidelity screen designs
- Conducted usability testing and post-deployment evaluations to measure success of user experience
- Contributed to style guides and other design documentation to maintain coherent information and interaction design patterns

UX designer Intern, 06/2019 to 08/2019

Pitney Bowes – Shelton, CT

- Developed creative UX design for a brand-new shipping solution within Adobe XD
- Manage the brand identity across digital, print and software.
- Collaborated directly with product owner and offshore developers to clear the goal
- Created wireframe and prototype of the application.
- Maintained the application to achieve accrued usability

UI/UX Designer, 01/2016 to 01/2019

University of Connecticut – Storrs, CT

- Created wireframes and screen-flow diagrams, including UI specifications documentation, images, icons, banners, and audio enhancements for program
- Developed site navigation by categorizing content and funneling traffic through content
- Redesigned user experience for Professional Education website by researching, identifying and eliminating website pain points to improve user experience
- Conducted usability testing and post-deployment evaluations to measure success of user experience
- Contributed to style guides and other design documentation to maintain coherent information and interaction design patterns

EDUCATION

Master of Arts: Digital Media and Design, December 2018

University of Connecticut - Storrs, CT

Certificate: UX Design Immersive, December 2020

General Assembly - Boston, MA