

# I Fuse Psychological Insights And Storytelling With UX Methodology To Craft Intuitive, Impactful, And Engaging User Experiences

## Work Experience

### UX Researcher Designer (CDD)

Thales, Learning & Innovation Team, Velizy, France

May 2023- Present

- Orchestrated Initiatives To Enhance The User Experience For Thales Employees In Paris And Internationally.
- Developed The "Learning Data Portal," A Unified Platform Guiding Employees To The Appropriate Dashboards And Reports, Streamlining Data Accessibility.
- Led The Complete Overhaul Of The 'uLearn' Learning Platform, Enhancing Functionality And User Engagement.
- Contributed To The 'Studio' Project. Establishing Quality Standards In Digital Content Creation Through Targeted User Interviews.

### UX/UI Designer

The Bridge, School-Enterprise, Levallois, France

- Collaborated On Three Major Projects, Employing Agile Methodologies In Fast-Paced Sprints.
- LinkedIn Project: Functioned As A UI Designer, Adding A New Feature To The Existing Platform.
- Refille Project: Acted As A UX Researcher To Explore How To Democratize Bulk Beer Consumption As An Anti-Waste Initiative.
- Power Village Project: Contributed As A UX Concept Developer, Focusing On Innovative UX Strategies.

### Freelance UX/UI (Contract)

September 2021 - December 2022

- Tea Team Project: Executed UX Research To Improve The Tea-Drinking Experience Of Iranian Users And Promote Diverse Tea Choices.
- Lily Flower Project: As AUX Designer, Optimized The App's User Interface To Ensure A Smoother And More Enjoyable Purchasing Journey.

### Researcher

University Of Sorbonne And University Of Tabriz

2015 - 2022

- Dedicated To Writing A Thesis On The Psychological Study Of The Contemporary Postmodern Individual, Gaining Deep Insights Into Cognitive Processes And User Behavior.
- Employed Advanced Psychological Research Methods, Demonstrating A Keen Ability To Analyze And Understand Human Thought Patterns And Motivations
- Presented Findings At Various Academic Conferences, Contributing To The Field Of Modern Psychological Studies

### TV Show Host

Iranian Television, Live French-Language Program

2010 - 2015

- Hosted A Variety Of Artists And Researchers On A Culturally Focused Live Show.
- Conducted Interviews With Numerous High-Profile Personalities.
- Twice Voted As 'Best Host Of The Year' By Viewers, Acknowledging Engaging Presentation And Interviewing Skills.

## Skills & Technical Skills

- User Research
- Design Thinking
- UX Writing
- Agile Methodology
- User Journey Mapping
- A/B Testing
- Heuristic Evaluation
- Figma & Prototyping
- HTML/CSS
- WordPress
- Adobe XO
- Usability Testing
- User-Centered Design
- Responsive Design

## UX/UI

## Education

Master 2 Of Multimedia Project Management

2023-2024. The Bridge, Nanterre,

## Certifications

Complete C# Unity Game Developer 30 Mars 2024,

UI UX Design Hybrid from Figma to HTML CSS and JavaScript January 2024,

Master digital product design: UX Research & UI Design September 2023,

Google UX Certificate July 2022.

## Lanauages

Persian

French

English

German

Arabic