

Nasim Ash

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nasimash.com

UX/UI Designer

As a UX/UI designer with +4 years of background in Information System Analysis, I bring a blend of technical expertise and design sensibility to create user-centric experiences. My experience in information systems analysis has equipped me with a deep understanding of user workflows, and technical constraints, enabling me to design intuitive interfaces that seamlessly integrate with existing systems.

SUMMARY

- Experienced with Figma, Sketch, Zeplin, InVision
- Familiar with HTML, CSS
- Critical thinking and ownership are my main characteristics

PROFESSIONAL EXPERIENCE

UX/UI Designer | iClinic Systems Inc.

JAN 2023 – PRESENT, VANCOUVER, CA

- Maintain and optimize a mature product by analyzing user feedback, identifying areas for improvement, and collaboratively redesigning or designing features to improve the overall user experience.
- Initiate the design process for new product development, starting from ideation to defining user flows, wireframing, prototyping, and final UI design
- Conducted design reviews post-development, providing feedback and implementing improvements for future iterations
- Redesign the company's website to enhance user experience and align with brand identity

Information System Analyst | Institute for Humanities and Cultural Studies (IHCS)

JUL 2017 – NOV 2021, TEHRAN, IRAN

- Discover user goals and pain points by conducting interviews and translate those into clear solutions for developers
- Conduct gap analysis on existing information systems and identify their limitations
- Collaborate with developers to modify or revise the existing system or design a new one
- Redesign task flows of information systems for a seamless user experience
- Support and educate users to use information systems
- Design and develop interactive multimedia for instructive purposes

EDUCATION

BrainStation | Diploma, UX Design

JUN 2022 - SEP 2022, VANCOUVER, CA

Azad University | Bachelors in Computer Engineering, Software

SEP 2005 – JUL 2010, TEHRAN, IRAN