SEPI FALLAHIAN

SENIOR UX/UI DESIGNER

I'm a Toronto-based UX/UI designer who loves learning how people think and behave and leverages research to design user-centered products and experiences that solve both user and business problems.

I used to work as a graphic/web designer, but decided to transit into UX design because I had become frustrated by how people were often prisoners to poorly designed products that made their lives more difficult. My goal is not only to create beautiful things, but it is also, and mainly, to solve problems and design products and experiences that are meaningful and impactful to improve people's lives.

AREAS OF EXPERTISE

SKILLS

UX/UI Design, App Design, Web Design, Branding, Print Material Design.

PROCESS

Ideation, Google design Sprint Framework, User Research, Persona Creation, Story Mapping, Experience Mapping, Information Architecture, Storyboarding, Wireframimg, User Testing, Prototyping.

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, Dreamwear, XD), Sketch, InVision, HTML/X-HTML, CSS/CSS3, BOOTSTRAP, Wordpress (Designing/Modifying Templates), After Effects.

METHODOLOGY

Lean UX, Agile, Human-Centered Design, Design Thinking.

EDUCATIONS

UX/UI DESIGN IMMERSIVE 12-WEEK PROGRAM

BrainStation | April 2017- June 2017

MASTER'S DEGREE, DESIGN

York University | 2011 - 2013

BACHELOR'S DEGREE, GRAPHIC DESIGN

Soureh University | 2000 - 2004

SENIOR UX/UI DESIGNER- CANADA

GTA-HOMES | 2018 - PRESENT

- Work closely with the product owner to define and refine user stories and create user personas.
- Plan and execute user research/user testing to validate ideas and refine designs.
- Collaborate with the marketing team to produce end-to-end journeys, process flows, information architecture diagrams, wireframes, low and high-fidelity mockups, and prototypes to communicate design ideas and evolve the designs of our products.
- Balancing feedback against concept and requirements and tuning to achieve results that create value and consistency.
- Assist project managers with estimating work effort, building timelines, scoping work, providing status updates, and flagging risks.
- Assist with brand development and ensure alignment of our products' visual look with the brand design values.
- Create and maintain a library of design and interface resources for new and existing products.
- Assemble documents around key design patterns for the design system.
- Focus on developing well-structured code following established coding standards.

WEB DESIGNER - CANADA

MYRIAD DEVELOPMENT CORP. | 2016 - 2017

- Designed and developed user interface wireframes and creative mockups to effectively communicate interactions and design ideas.
- Turned the design into the front-end code (writing responsive cross-browser compliant XHTML, CSS, Bootstrap).
- Analyzed the usability of new and existing products and provide suggestions for change.
- Collaborated with management, back-end developers, marketing team and other designers to ensure the design is aligned with the business needs and implemented as designed.
- Made suggestions for improvements in content and user interaction.

GRAPHIC DESIGNER - CANADA

ISM SPORTS WORLD WEEKLY PUBLICATIONS | 2008 - 2011

- Developed creative concepts for marketing and sales for the magazine.
- Created magazine layout designs by specifying illustrations and maps.
- Ensured that the layouts are produced in time to meet production schedule.
- Developed Creative development, design, and layout.
- Prepared computer ready artwork for every day and seasonal items.
- Ensured to check, resize and place the ads appropriately in the magazine.
- Managed to perform photo editing and illustrations.
- Maintained appropriate computer files and backup files for archiving.