

Mahsa Keyhani

UI/UX Designer

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As a UI/UX designer with a background in Psychology, I specialize in creating thoughtful, human-centric experiences and interfaces. With extensive experience developing user flows and designing prototypes for a variety of platforms - including AR/VR, mobile apps, and websites - I am skilled at crafting intuitive and visually compelling designs that meet user needs and drive engagement.

EXPERIENCE

UI/UX Designer - Virtual Reality, HEGIAS (Zürich, CH)

NOV 2022 - NOW

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

Achievements:

- Spearheaded the successful redesign of the company's VR application, resulting in improved user engagement and positive user feedback.
- Received recognition from the product team for consistently delivering high-quality UI/UX designs, contributing to increased customer satisfaction and retention.

UX/UI Designer, Smood (Zürich, CH)

SEP 2021 - NOV 2022

- Led a project to redesign the company's mobile app for drivers to improve the user experience. Also contributed to other mobile app and website 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 flow, Information Architecture, Sketching, Wireframing, Prototyping and Illustration using different tools such as Figma, Invision, Sketch, Adobe XD, Photoshop & Procreate, Basic Unity experience.

Research

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

Others

Basic HTML/CSS knowledge, Webflow, Miro, Zeplin, Lookback, Photography.

UX/UI Designer, Academy Xi (Sydney, 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.