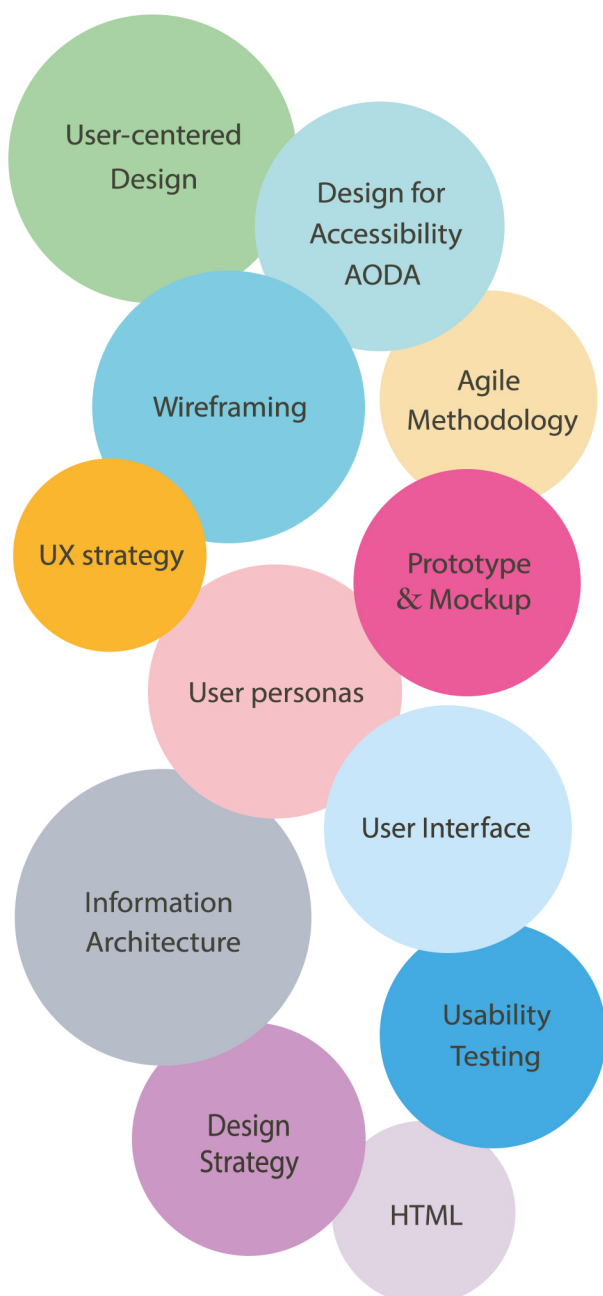# UX
HELYA ARGHAND
DESIGNER

About me

I am a designer with a multidisciplinary educational background from art-school, a curious mind, and creative approach to problem solving. Applying simple, elegant, and intuitive solutions to complex design problems is my life passion. More often than not, leveraging the intuitive emotional reaction of people to design, is the best response to design challenges that we face in the Information and Communication Technology industry. And this is why I can say creativity is my passion first, and then my profession.

Key Skills

- User-centered Design
- Design for Accessibility AODA
- Wireframing
- Agile Methodology
- UX strategy
- Prototype & Mockup
- User personas
- Information Architecture
- User Interface
- Usability Testing
- Design Strategy
- HTML

Key Skills

☑ Strong with user-centered design principles and techniques to optimize the client experience.

☑ Ability to design and develop digital products, concepts, and solutions that are accessible and can be apply to user problems, and meet AODA compliance.

☑ Expert on developing design agility process where wire frames and mockups are completed in advance of the sprint execution.

☑ Strong on stablishing biweekly user research and interview process to incorporate user input into concept designs and align application with user needs.

☑ Solid understanding in UX strategy, user personas, stakeholder interviews, compatative analysis, intercept survey, focus groups, brainstorming sessions.

☑ Expert in information Architecture, wireframes, annotating, cart sorting, journey maps, user scenarios, User flow and sitemap.

☑ Proficient in creating wireframes and prototypes using Axure, Sketch, Xd or Balsamiq for all tree products.

☑ Great in collecting and analyzing user behaviour by planning, executing, and reporting on various research and testing methods.

☑ Ability to focus independently on different type of projects at once with excellent time management skills.

Software proficiency

A	B	S	xd	P
Axure	Balsamiq	Sketch	Adobe xd	Power Point

Ps	Ai	Rh	in	Kn
Photoshop	Illustrator	Rhinoceros	Invision	Keynote

Education background

UX/UI Postgraduate Certificate   2016
George Brown College of Torornto

Master's Degree in Industrial Design   2005
University of Art & Architecture
Specialization: Medical Equipment Design

Bachelor's Degree in Industrial Design   2002
University of Art & Architecture
Specialization: Product Design

Let's get in touch

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- Work with different agile teams and educating members on UX/UI compliance standards and where accessibility activities fit within the project life cycle
- Work independently but collaboratively with UX/UI Designers, project managers, Product Owners, Business Analysts, Developers, Engineers, and QA teams to resolve issues
- Provide expert UX/UI advices, recommendations, and directions to teams to meet accessibility compliance
- Prepare UX high fidelity wireframes and mockups that clearly illustrate how sites look and function, present my designs to internal team and key stakeholders and conduct layout adjustments based on user feedback
- Understand customers and their needs through market analysis, customer research, and user feedback
- Understand of business metrics and the ability to translate company goals and objectives into full-fledged digital experiences
- Review pages and requirements with stakeholders before design for better understanding of users concerns, requirements and goals
- Develop design concepts and solutions that apply my understanding of user problems, product vision, and technological capabilities
- Evaluate Manulife's 3'rd party/client's websites/digital products and creating accessible and inclusive designs to meet AODA compliance
- Collaborate with Content Engineering Team and Content Activation Team to provide information/guidelines to them for fixing components, which have problems or needs to be improved
- Provide training, expertise and guidance to the development team and publishers to optimize front-end code for accessibility

Mid 2019 - Dec 2020 Manulife
Senior UX Designer

- Worked in an agile team, the UX/UI design must be prepared prior to the next sprint; this allowed for feedback from business stakeholders and the working team.
- Worked closely with business team and product owner to understand product specifications and expectations on each sprint or release.
- Ongoing working sessions with development team to review technical capabilities and collaborating about future design process before executed into the product.
- Good experience and knowledge of PEGA UI and UX with their recommendations and limitations.
- Understanding and observing user behavior for every release. This allows me to gather their feedback on how to make the application more intuitive and easy to navigate.
- Design and deliver Wireframes, mockups, prototypes, user journeys and personas, UAT testing, managing design process from sketch to development.

2018 - mid 2019 CIBC Bank
UX / UI Designer

- Work closely with stakeholders, marketing team to gain user insights, identify opportunities, validate concepts, and socialize ideas and interaction design considerations across the team.
- Design and deliver wireframes, specifications, mockups, prototypes, storyboards, user journeys and user flows optimised for a wide range of devices and interfaces.
- Reviewing competitor's products for additional insights and design various process flows and navigation maps for different interactive processes.
- User testing and analysing user feedbacks to enhance the user experience.
- Effective communication of conceptual ideas, detailed designs, and design approaches/rationales.

2016 - 2018 TD Bank
Interaction / UX Designer

- Advocating for new products through the entire design and production process from early-stage concept to creation of samples and mass production.
- Continuously coming up with new product designs

2010 - 2016 Freelance Designer
Product / UX-UI Designer

- Designed and optimized aesthetics, intuitive interface, human appeal and ease of use by using preliminary concepts and sketches
- Developing and iterating designs through sketches, prototypes, renderings and communicating with manufacturers

2006 - 2008 Asan Pack Co.
Director of Design & Manufacturing

- Regularly presenting design work to various decision-makers
- Researched production materials, methods, and estimated cost

2006 - 2008 Innovate Design Co.
Product Design Lead

- Developing products from concept to factory production while keeping within budgets and timelines
- Identifying suitable manufacturing partners, sourcing components, and negotiating costs

2002 - 2006 Research Center of Science & Technology
Medical Equipment Designer & Product Design Lead

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