Mina Beirami

User Experience & Interface Designer (Mobile app and Website)

As a curious and open-minded UX/UI designer, I believe in the impact of empathy and effective communication for a successful product.

My passion, experience and problem-solving skills helps me with translating research insights into wireframes, prototypes and eventually a meaningful solution.

Contact

Phone
0422 561 519

Email
mina.beirami@hotmail.com

Linkedin
https://www.linkedin.com/in/minabeirami/

Porfolio
https://www.minabeirami.com/

Skills

- UX design principles and methodologies
- Sketch, Adobe XD, Figma, InVision
- Agile project management
- User research and testing
- Data analysis and interpretation
- User-centered design
- Interaction design (mobile and web)
- User research (quantitative and qualitative)
- Personas and user journey maps
- User flows and wireframing
- Prototyping (high-fidelity and low-fidelity)
- Testing (A/B testing, usability testing)
- Design systems
- Analytics (Google Analytics, etc.)

Experience

Senior UX Designer — Oct 2022 -Present
Samsung (Cheil) | Sydney

- Conduct user research and define design requirements for website projects
- Empathize with users by developing personas, scripts, and journey maps
- Conduct and analyze results from quantitative and qualitative research studies
- Ideate product and design ideas through data interpretation and analysis, brainstorming, mind map, and concept map
- Create wireframes, user flows, process flows, and sitemaps for website projects
- Design innovative user interfaces for Samsung's website projects

Product Designer (Freelance) — Jun 2021 - Dec 2021
Presspay | Sydney

- Worked closely with CEO to gather and define requirements, establish scopes and managing project milestones
- Planned, led and analysed results from quantitative, qualitative, competitor research and interviews
- Created wireframes, user flows, process flows and sitemaps for websites and mobile application
- Executed visual design stages from inception to final product hand-off to programmers

Product Designer — Dec 2019 - Oct 2022
Tom Waterhouse & Waterhouse Technology | Sydney

- Planned, led and analysed results from quantitative, qualitative, competitor research and interviews
- Developed personas and journey maps to demonstrate understanding of user behaviours, needs and wants
- Created wireframes and wireflows through user task analysis, site maps and user flows
- Collaborated closely with CEO, developers and data analyst to ensure perfect implementation and functionality on the design
- Designed interface and graphic elements to develop design guidelines and prototypes
- Executed and analysed A/B testing experiments

Education

UX Design Immersive - Udacity
2020 - Sydney

**Bachelor of Graphic design -
Azad University of Tehran- Iran**
2013- Iran

Reference

Available on request