

# Elham Sepehrjou

UI/UX Designer | Product Designer

US Permanent Resident (Green card holder)

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## SUMMARY

UX designer with several years of experience creating user-centered digital products, backed by 5+ years in 3D animation, AR/VR, and visualization. Skilled in Figma, Unreal Engine, Blender, and Adobe tools to design intuitive, accessible, and visually engaging interfaces. Experienced in user research, prototyping, usability testing, and stakeholder management, with a strong track record of collaboration in agile teams. Combines storytelling and UX to deliver impactful, data-driven solutions using emerging technologies like AR and AI.

## SKILLS

- **Technical:** Figma, Sketch, Adobe XD, Framer, Wix, FigJam, Miro, Photoshop, After Effects, Unreal Engine (UE), Blender, Premiere, Maya, DaVinci Resolve, Perforce, A/B Testing, Front-End Knowledge (HTML, CSS, JavaScript), Adobe Creative Suite
- **Design:** UI/UX Design, User Research, Information Architecture, Design Thinking, Data-Driven Design, User Flow, Wireframing, Prototyping, Intuitive Interaction Design, Usability Testing, Design System, Responsive Web Design, App Design, Design for Accessibility, Motion Design, Editing, Layout, 3D Animation, Lighting, Visualization, Modeling
- **Collaboration:** Agile & Scrum Methodologies, Multitasking, Asana, Slack, ShotGrid, Jira, Perforce

## EXPERIENCES

**UX/UI Designer** (Internship) | Sports Excitement | Mar 2025 – Present

- Designed and created intuitive **Lo-Fi** and **Hi-Fi wireframes, mockups** and interactive **prototypes** in Figma. Contributed to **usability testing**. Collaborated with developers and stakeholders.

**UI/UX Designer | Product Designer** | Urban Market (Personal Project) | San Diego, CA | Apr 2024 – Mar 2025

**3 projects:** Mobile App ([Case Study](#)) | Website ([Case Study](#)) | AR Glasses App ([Case Study](#))

- **Synthesized user research** insights from 10 customer interviews to uncover **data-driven pain points**, using affinity diagramming to analyze both in-store and online grocery shopping experiences.
- **Conducted competitive audits** to identify industry trends, informed 40+ ideations, and prioritized **high-impact solutions** through cost-benefit analysis.
- **Designed** end-to-end sketches, wireframes, and interactive prototypes (low- and high-fidelity) in Figma, **enhancing usability and accessibility** for both onboarding and returning users through 5+ rounds of **unmoderated usability testing**.
- **Empowered individuals with limited ability** by designing a co-shopping feature, allowing them to remotely accompany and monitor their shopping.
- **Expanded market reach** among younger customers (age 18-34), who make up 27% of grocery shoppers, by designing hands-free and **immersive shopping experiences** using AR glasses.
- **Reduced operation costs** by \$500K annually by eliminating physical checkout counters through designing several **innovative self-serving tools** for item scanning, cart addition, and self-checkout.
- Enhanced sales and shopping experience by integrating AR, motion design, and AI, reducing shopping time by 11 minutes. Designed "**Chefbot**" GenAI assistant for recipe discovery and multi-modal item search.

**3D Animator | Avatar Interaction Designer** | Meta | Los Angeles, CA | Apr 2022 – Apr 2024

- **Designed and created** 3D avatar animations and poses to **enhance user engagement** across Horizon, Instagram, Facebook, and WhatsApp. Notably, my "TAYA" planking sticker **received 125M+ impressions** in two weeks, promoting avatar creation and demonstrating **strong user adoption** ([Case Study](#)).
- **Partnered** with product design, marketing, and engineering teams, **managing stakeholders'** expectations and feedback to design and create **user-centered animations** that enhanced **engagement** and aligned with **business goals**, particularly in marketing campaigns.
- **Contributed to usability testing** and dogfooding for 5 new features within Horizon, Instagram, and Facebook, providing insights that influenced design iterations and **improved product usability**.
- **Authored 7+** comprehensive tutorials to facilitate **cross-functional collaboration**, communicating complex concepts effectively.
- **Utilized 5+ in-house tools** to export and ingest animations and poses, improving efficiency in content production and integration.
- **Animated 100+** cycles, dialogue shots, and refined mocap (locomotions, dances), contributing to **immersive user experiences** for Horizon, Editor, and other applications.

**Cinematic Prototype Visualization Designer** | Halon – The Third Floor – MPC – Day for Nite | Los Angeles, CA | Nov 2016 – Apr 2022

- Designed and created **200+ high-fidelity visual shots and sequence prototypes** to guide movie-production workflows, **streamlining decision-making** and **improving storytelling clarity** ([Case Study](#)).
- Leveraged expertise in **visual composition** and storytelling to design engaging **user-centered content**.
- **Utilized industry-standard tools** such as Maya, After Effects, and Unreal Engine to create realistic animations and visual effects.
- Contributed to high-profile movies and advertisements for Disney, Netflix, Warner Bros, and Nike, boosting **revenue** growth and brand visibility.

## EDUCATION

**Certificate** | *Google UX Design* | Coursera

(2024 – 2025)

**MFA** | *3D Animation and Visual Effects* | Academy of Art University

(2014 – 2017)

**Graduate Courses** (9 units) | *Computer Science* | Guilan University

(2012 – 2013)

**BS** | *Applied Mathematics* | Azad University

(2004 – 2009)