Elham Sepehrjou

UI/UX Designer | Product Designer

US Permanent Resident (Green card holder)

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SUMMARY

Transitioning to UX design from 3D animation and cinematic visualization. Passionate in solving problems using UX design principles. Skilled in using design tools, including Figma, Adobe Creative Suite, Unreal Engine, Blender, and Maya, to craft intuitive, responsive, accessible, and visually engaging interfaces. Proficient in conducting user research, competitive audits, prototyping, and usability testing to inform design decisions and deliver high-impact solutions and immersive experiences. Proven record of strong collaboration with cross-functional teams in an agile environment, applying design thinking and optimizing workflows to meet business goals and drive user engagement. Adept at bridging the gap between storytelling and UX to create visually compelling, functional, and data-driven design solutions, leveraging technologies such as AR and AI.

SKILLS

- **Technical:** Figma, Sketch, Adobe XD, 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

UI/UX Designer | Urban Market (Hypothetical Tech-Driven grocery store) | San Diego, CA | Apr 2024 – Present

3 personal 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.
- **Optimized shopping efficiency** by integrating AR and motion design, simplifying **item locating and navigation**, reducing the average shopping time by **11 minutes**.
- **Boosted engagement and sales** by designing "Chefbot," a GenAI-powered interface for recipe discovery and shopping assistance.
- **Accelerated** item lookup and shopping list preparation, incorporating **AI**-assisted multi-modal search engines (keyword, voice, visual).

3D Animator | 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 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.

Visualization Artist | 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 ads 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)