

# Sahel Gazerani

UX | UI Designer

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## Summary Of Qualification

As a User Researcher and UX/UI Designer, I specialize in human-centered design, user research, and interface design, creating functional and visually engaging digital experiences that meet user needs and business goals. With over five years of experience in Canadian companies, I have developed a deep understanding of identifying and addressing user needs, I manage the design process from research to execution, transforming insights into seamless wireframes and interactive prototypes using Figma.

My experience in analyzing and researching user needs in previous roles has strengthened my analytical abilities and cross-functional collaboration skills. By combining research, design, and problem-solving expertise, I deliver thoughtful, data-driven solutions that enhance user satisfaction and drive business outcomes.

## Professional Experience

### User Researcher & UX | UI Designer

Sleek Nook Furniture Store (UXLand) | Feb 2024- Present

- Designed and conducted UX research including user interviews, contextual inquiries, and surveys to develop affinity diagrams and identify potential users.
- Created multiple iterations of wireframes and prototypes based on research insights.
- Collaborated with UX teams to analyze and understand stakeholder needs and product requirements.
- Conducted usability testing to provide strategic recommendations.
- Developed clickable prototypes using Figma and managed usability tests with diverse user groups.

### User Researcher & UX | UI Designer

Dallas Flower Florist (Freelance) | Nov 2023 - Present

- Conducted user research through interviews, surveys, and contextual inquiries to identify key user needs and challenges.
- Developed actionable design recommendations informed by research insights to enhance user satisfaction and engagement.
- Designed and iterated wireframes and interactive prototypes in Figma, ensuring seamless and user-friendly experiences.
- Facilitated usability testing sessions with diverse user groups to validate designs and implement data-driven improvements.

## Skills

### Methods

- Survey Design
- User Interviews
- Qualitative Research
- Quantitative Research
- Heuristic Evaluation
- A/B Testing
- Affinity Mapping
- Persona Creation
- User Journey Mapping
- Usability Testing
- Rapid Prototyping
- Card Sorting

### Deliverables

- Persona Development
- User Flow / Task Flow
- Information Architecture
- UX Wireframe
- User Journey Map
- Competitive Analysis
- UX Research Reports
- Mood Board
- Interaction Design
- Storyboard
- Site Map

### Software

- Figma
- Canva
- Adobe Photoshop
- Microsoft Excel
- Microsoft Word

## **Procurement Analyst/ Global Payment**

Scotiabank | May 2022- -Apr 2024

- Analyzed and processed procurement requests to align with organizational policies and procedure.
- Supported users across the bank through the procurement journey, helping them with the processes and systems.
- Resolved tickets received from internal bank teams, addressing procurement-related queries and issues promptly.
- Supported Accounting Officers by promptly retrieving documents for customer inquiries, enhancing customer service effectiveness.
- Contributed to the timely and accurate processing of invoices, expense statements, and related documents.

## **Education and Certifications**

### **UX/UI Design Certificate**

UXLand Online School, US | 2023-2024

### **Google - Foundation of User Experience Design**

Online, 2023-2024

### **Bachelor of Art**

Alzahra University, Tehran, Iran | 2014-2018

## **Personal Skills**

- Communication
- Creative
- Fast Learner
- Team Player