



Parastoo Elahi


UX/UI Designer

Every project I work on becomes a part of me, I take full ownership, obsess over every tiny detail, and dedicate myself completely to crafting meaningful experiences, whether in design or beyond.

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Work Experience

C2C platform,
Home service

Nov 2024 - Current

UX/UI Designer

- Kick off market research by 10 competitors
- Prioritized urgent user needs while structuring a scalable information architecture for a diverse range of home services.

Finance Application,

Dodota

Dec 2023 - Current

Product Designer

- Kicked off user research with interviews of 15 target users.
- Addressed key challenges identified through Affinity Diagram, including expense management security, unequal distribution, and overlooked minor costs.
- Built a 230-component Design System from scratch, aligned with iOS HIG.
- Improved the process of adding unequal expenses to a group by conducting usability testing on prototype. Iterated based on insights, increasing task completion rate by 30%.
- Designed 90 screens' UI, and handed off to development team.

Digital Marketing

BlindBen Startup

May - Oct 2024

UX/UI & Graphic Designer

- Redesigned the Farheater (MEP engineering Inc.) landing page to build user trust, leading to a 15% increase in monthly customer inquiries.
- Created brand identity, logo, and content strategy for an English language institute (Annahitaacademy), enhancing social media presence and mobile-first website design.
- Designed a digital catalog for the company, ensuring brand consistency and enhancing product presentation.

Education

UX/UI Design

NexaLand Bootcamp - Seattle/ US (Online)

Master of Arts in Urban Planning and Design

Tarbiat Modares University - Tehran/Iran

Skills

- User Interface Design
- User Experience Design
- Design System
- User Research
- Usability and Accessibility
- Information Architecture
- Design Thinking
- Wireframing and Prototype Design
- Heuristic Evaluation
- Mobile Application Development
- Icon and Logo Design
- Figma
- Maze
- Marvel
- Jira
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier