

ELAHE

BARATI-HAGHVERDI

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Professional Summary:

Results-driven Senior UX Specialist with a proven track record in leading design initiatives and developing innovative solutions. Expertise in product design and a strong understanding of user-centered design principles. Skilled in design system development, responsive design, and user research. Committed to delivering exceptional user experiences that align with business objectives.

EXPERIENCE

Senior UX Specialist | [BNY Mellon - NYC](#)

04/05/2021 – Present

- Lead the design of the Wealth Management Design System, expanding components and enhancing application designs.
- Conducting benchmark analysis with industry-leading design systems.
- Contribution in enhancing the design system by introducing new components, styles, and patterns, which would benefit the entire cross-functional team.
- Responsive design and navigation through the User Style guide to improve production efficiency.
- Mentoring the junior folks in ADA and useability testing tasks.
- Successfully contribute to multiple projects, developed workflows, conducted research, and finalized visual designs in alignment with user needs and business objectives.
- Analyzing problems and collaborating with development teams to deliver creative, innovative solutions by leveraging technology, design, methodology, and tools.

IT/UX Designer | [Touro University - NYC](#)

11/30/2020 – 03/21/2021 (full-time)

- Conduct user research to understand user needs and behaviors. Create user personas to guide design decisions. Develop wireframes and prototypes for design concepts.
- Design intuitive information architecture and navigation systems.
- Define interactive elements and user flows. Collaborate with visual designers to create visually appealing interfaces. Conduct usability testing and gather feedback.

10/1/2018 – 02/1/2020 (part-time)

- Marketing team assistant in Web and Email Templates development for Graduate programs.
- Designed and conceptualized email templates & events that were read by 10,000 Students as clients.
- Work with Product Marketing team to design marketing materials and build brand recognition.

- Preparing graphic materials, editing videos, working on GST marketing campaigns.
- Creating marketing materials including corporate identity, catalog, pamphlet, name tag, brochure, Business card, etc.

UI/UX Designer | [VisualMax LLC - NYC](#)

06/05/2019 – 08/30/2019 (part-time)

- Redesigned 10 main Screens of Valisure pharmacy Website, Tablet, and Mobile App that is usable by 1,000,000 clients.
- Consulted closely with CEO, Stakeholders, and Developers to add or remove the features through the design process to complete complex tasks.
- Sketching site map, wireframes, and prototype when needed.
- Maintaining e-Commercial materials including branding, advertising, Amazon TTNT display banners, and Beautiful Day Organics social media Pop-ups and etc. .

UI Architect - Product Designer | [Tarang Advertisement Creative Agency – Iran](#)

Product Designer

08/01/2015- 07/01/2018 (full-time)

- Conducting thorough user research and gathering user feedback.
- Creating wireframes, mockups, and interactive prototypes for new product features.
- Defining user personas, user journeys, and information architecture.
- Applying principles of user-centered design to create intuitive and delightful user experiences.
- Analyzing user behavior and data to drive data-informed design decisions.
- Collaborating with cross-functional teams to ensure cohesive product experiences.

UI Architect

05/01/2013- 08/01/2015 (full-time)

- Developed and implemented scalable and modular UI architectures, ensuring streamlined web interface design.
- Designed reusable components and established design systems to promote consistent user interfaces.
- Collaborated closely with development teams to facilitate the seamless integration of UI designs.
- Conducted thorough code reviews and provided valuable guidance on UI best practices.

SKILLS

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|---------------------------|---------------------|------------------|
| • Accessibility on Design | • Sketch & InVision | • HTML |
| • User Interface Design | • Figma | • CSS |
| • User Experience Design | • Axure | • JavaScript |
| • Interaction Design | • Adobe Photoshop | • Google Docs |
| • Responsive Web Design | • Adobe InDesign | • Trello |
| • Mobile App Design | • Adobe Illustrator | • Graphic Design |
| • User Flow & Wireframing | • Adobe Aftereffect | • Photography |
| • Prototyping | • MS Office | • Usability Test |

EDUCATION

Master's Degree in Web and Multimedia Design (GPA: 3.9) Touro

Graduate School of Technology, New York City | 2018-2020

Award: [\\$10,000 college award for GA position.](#)

Bachelor's Degree in Graphic Design-Illustration

University of Applied Science & Technology, Mashhad | 2015-2017 Award:

[Partial funded scholarships.](#)

Associate Degree in Information Technology

University of Applied Science and Technology, Mashhad | 2011-2013

More Academic Awards

[Partial scholarship \(50% of tuitions costs\)](#), Syracuse University (MFA Degree).

[\\$16,000 dean's graduate scholarship](#), The University of The Arts, Philadelphia (MFA Degree).