Golshid Yousefi

UX Designer

- ✉ Golshid.y@gmail.com
- in linkedin.com/in/golshid-yousefi
- 🌐 golshid.design
- 📷 @ux_land
- 📞 (206)-370-0544

Skills & Tools

Disciplines

- UX / Product Design
- UX / User Research
- UI / User Interface Design
- Information Architecture
- Interaction Design
- Visual Design
- Content Strategy
- Business Strategy

Methods

- Developing Survey
- User Interview
- Qualitative Research
- Quantitative Research
- Contextual Inquiry
- Affinity Mapping
- Persona Creation
- Feature Prioritization (MVP)
- Heuristic Evaluation
- Card Sorting
- Competitive Analysis
- Rapid Prototyping
- Usability Testing
- Business Research
- SWOT
- Iterations

Deliverables

- UX Wireframe
- Presentation
- Interactive Prototype
- High Fidelity Design
- User Journey Map
- Competitive Analysis Report
- UX Research Reports
- User Flow / Task Flow
- Scenario & Persona
- Storyboard
- Site Map
- Mood board
- Visual Style Guide
- Responsive Design

Software

- Sketch - Figma - Adobe XD
- InVision & InVision Studio
- Zepline
- OmniGraffle
- Microsoft Office
- Collaborative Ideation Tools
- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Miro
- HTML , CSS (Basic)

Education

User Experience Design Immersive

General Assembly, (Seattle , WA | 2019)

Bachelor of Arts, French Literature

Azad University, (Tehran , Iran | 2008 - 2012)

Google Digital Marketing - Certificate

Google Digital Garage, (2019)

User Experience Design Program

School of Visual Concept, (Seattle , WA | 2017)

Foundation in Fashion Design

London College of Fashion (London , UK | 2006 - 2008)

Accomplishments

- Sponsored by the City of Seattle to present a line of women's clothing at the 2016 Seattle Fashion Week.

- Recipient of the 2013 Young Entrepreneur Award from Iran's board of Industry & Trade Committee of Apparel Design.

Experience

Founder & UX Design instructor

UXland Online School | June 2020 - Present

- Reimagined the UX design education and developed a highly effective and efficient curriculum and course content for the Persian-speaking community
- Developed attractive and educational social media content and built a community of highly engaging Persian-speaking UX design professionals and enthusiasts with over 36K IG followers @ux_land
- Mentored over 500 students and instructed hands-on courses in fundamentals of UX and UI design
- Built a team of motivated UX design instructors and assistants to grow the reach of UX design education
- Partnered with businesses to bring real-world UX projects to the classroom and beyond

UX Designer

Microsoft (Vendor via TCS) | Feb 2020 - Aug 2019

- Redesigned an internal legacy tool to improve productivity for users
- Collaborated across product, engineering, & business teams, owning the design from concept to production
- Worked through ambiguity to deliver user-focused solutions

Co-Founder & Product Designer

Hypermelon | E-commerce | Feb 2018 - December 2019

- Led the design team to define projects within constraints and ensure the mutual understanding of scope, goals, objectives, deliverables, and deadlines
- Created a visual brand identity and brand guideline including logo, typography, color palette, and icons in an iterative data-driven process with input from well-defined focus groups
- Developed the information architecture and design of the e-commerce website through an end-to-end process of developing and testing multiple iterations of user flows, and rapid low-fi to high-fi prototypes

User Experience Designer

Sound Family Medicine (Freelance Project) | June 2019 - Aug 2019

- Designed and conducted user experience research including user interviews, heuristic evaluation, survey development, usability testing, and competitive analyses to make strategic recommendations
- Redesigned the website based on the principles of user-centered design

Digital Product Designer

Posture Wings (Freelance Project) | March 2019 - May 2019

- Analyzed client's business needs to define problems and devise innovative, simple, and elegant data-driven solutions
- Led the efforts in information architecture and interactive design to complete the website redesign based on the new business strategy
- Developed a "smoke-test" strategy to generate product interest, capture leads, and nurture a campaign to demonstrate the high demand for the product to potential investors

User Researcher & Interaction Designer

ApplyBoard | April 2018 - March 2019

- Designed and conducted UX research including user interviews, contextual inquiry, survey development, and usability testing to enable strategic recommendations
- Developed concepts and created multiple iterations of wireframes and interactive prototypes
- Collaborated with design, engineering, and product management to develop data-driven solutions

Art Director & UX Designer

Impwearhome | Sep 2017 - Nov 2018

- Introduced a full UX process, including customer interviews, usability testing, heuristic reviews, and prototyping that resulted in improved product strategy and implementation
- Managed product development and design within time and budget constraints
- Cultivated social media advertising and marketing strategy

Founder & Product Designer

La Neige Fashion Studio | Aug 2011 - Sep 2017

- Founded a line of women's clothing (Production and Retail) in Tehran, Iran
- Built client relations and a successful business model with 133K followers on IG
- Created new product designs for every season based on user needs and market research