

Nima Sohrabi

UX & UI / Product Designer

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Highly creative user experience (UX/UI) designer, motivated, customer service oriented, team player, and organized with 6+ years of experience working with web, mobile, and multimedia design technologies. Detail oriented and flexible with the ability to accomplish multiple tasks, always ready to take on a new challenge and expand upon existing skills working in a fast-paced, deadline-driven environment with optimism and positive energy. The primary objective is to utilize current skills to gain further experience while enhancing the company's productivity and reputation. Skills include UX design, product design, UI design, responsive web design, app design, interaction design, information architecture, task flows, mockups, wireframes, prototypes, and branding design. Strong skills in Sketch, Adobe CC, Illustrator, Photoshop, and other design tools.

Design Skills:

UX Design:	Hands-on experience as a UX designer and produced multiple UX design concepts for responsive web and mobile apps. Participated in the design and brainstorming sessions and helped advocated user-centered design. Worked collaboratively with the cross-functional teams in an agile environment to identify the best design approaches. Experienced producing everything from detailed wireframes and user flow to the high-quality design mockups. Created wireframes, storyboards, visual designs, prototypes, sitemaps, user stories, user journey, user research, usability testing and screen flows to support new products and features.
UI Design:	Hands-on design experience including experience in visual UI design, web, mobile apps, user interface design and determining visual needs and presenting new ideas. Build UI prototypes & wireframes. Working Knowledge of Adobe, Sketch Invision and Flinto
Web Design:	User interface design for responsive web and mobile experiences, E-commerce experience, social media design, SEO, graphic design, content creation, HTML, CSS, theme design and interactive design.
Graphic Design:	Visual design, branding design, advertisement, marketing, motion graphics design, brochure, poster and flyer design
Design Software:	Sketch, Invision, Flinto, Adobe Illustrator, Photoshop, Zeplin, and Axure for interactive prototypes, wireframes and pixel-perfect layouts. Experience with Final Cut Pro and After Effects.
Programming:	HTML, CSS, and Javascript
CMS:	Adobe Experience Manager (AEM), IBM WebSphere, Wordpress
Microsoft Office:	Word, Excel, Powerpoint, and Keynote for Mac

Professional Experience:

Senior UX/UI designer, Sony PlayStation, San Mateo, CA

Dec 2018 – Sep 2019

Description: As a UI/UX designer, I worked in the CRM Web team at Sony PlayStation, which supports all the web & mobile development globally. I've provided UI/UX solutions based on the company goals and participated in building a new design system, designing a component library, and redesigning the PlayStation marketing sites. I'm experienced working with responsive web and mobile platforms using user-centric designs. I've created wireframes and mockups and provided design solutions based on the business requirements for the globalization project at PlayStation. I used tools such as Sketch, InVision, Freehand, Flinto, Adobe Creative CC, etc.

- Created and maintained UI & UX design-related web guidelines and usability protocols Participated in design and brainstorming sessions
- Documented UX research & processes and communicated these with relevant stakeholders
- Created high-quality deliverables and executes based on defined UX strategy, goals and priorities
- Using industry standard UX process to create new designs and innovative Wireframes production, based on requirements

- Optimized UX and drive usability synergy across multiple HDS web properties leveraging high-impact, user-centric designs
- Identifying and scoped for UX requirements across various sites and platforms and determined the best UX solutions based on goals and feedback
- Designed for optimal persona journeys, developed site maps, tactfully and persistently institute a user-centered design (UCD) approach
- Incorporated IA methods that include card sorting, A/B testing and affinity diagramming
Worked with the team members to identify areas for optimization including navigation, search, conversion, CTAs, content findability, and style
Helped leading UX efforts across PlayStation sites, setting design direction, driving discussion and activities, while participating in delivery, planning, and coordination efforts

Senior UX/UI designer, Johnson & Johnson BabyCenter, San Francisco, CA

June 2018 – Nov 2018

Description: As a senior UX designer, I am working in the consumer division of the creative department, which supports all BabyCenter content and mobile development work with the product and development teams. I'm experienced working with iOS and Android platforms, responsive web, social and content-rich products. I've created wireframes, interactions, comps, prototypes using UX design tools such as Sketch, InVision, Adobe CC, etc. BabyCenter LLC is an online media company based in San Francisco and is a member of the Johnson & Johnson family of companies. They are the #1 pregnancy and parenting digital destination, reaching more than 45 million parents a month in every corner of the globe through its 11 countries and supports nine languages. In the US, 8 out of 10 moms online use BabyCenter each month.

- Produced multiple UX design concepts to satisfy a set of given business requirements based on provided design concepts
- Participated in design and brainstorming sessions
- Worked collaboratively with the cross-functional team in identifying the best design approach
- Produced everything from detailed wireframes and user flow to the high-quality design approach
- Using industry standard UX process to create new designs
- Participated in usability tests, working with A/B tests, and collaborating with research and analytics team
- Identifying and creating functional requirements
- Help advocated user-centered design
- Worked in an agile scrum environment

Freelance UI/UX designer, NIMA Design, San Francisco, CA

Nov 2011- Present

Description: As an independent contractor assisting clients with design needs for the past six years. Hands-on experience as a UX designer and produced multiple design concepts for responsive web and mobile apps to satisfy a set of given business requirements. Responsible for coordinating and delivering a variety of design solutions. Worked collaboratively with the cross-functional teams in an agile environment to identify the best design approaches. Knowledge of usability best-practices for web and mobile applications. Collaborating & iterating with Product, Marketing, Creative Director, and other designers throughout the design process. Created wireframes, storyboards, visual designs, prototypes, sitemaps, and screen flows to support new products and features. High proficiency in Sketch, Adobe CC, Illustrator, Photoshop, InDesign and other design tools.

- Identifying and translate concepts into customer journey maps, and personas
- Design and deliver wireframes, flows, mockups, storyboards, personas, prototypes for iOS, Android and web devices, and interfaces
- Using industry standard UX process to create new designs
- Bringing new ideas to the team and current design trends
- Participate in design brainstorming sessions, capturing client feedback
- Work with design guidelines and collaborate with team members to ensure consistency across designs
- Work collaboratively with developers to ensure successful implementation of a design specification
- Completing various visual design assignments including visual identity, info-graphics, personas, and UI guidelines
- Ability to come up with creative ideas about a given topic or situation to solve problems in a fast-paced environment
- Cooperating with research, engineering, and marketing teams
- Product usability testing

UI/UX designer, Intercultural Institute of California - San Francisco, CA

May 2017- July 2017

Description: The Intercultural Institute of California wanted a responsive new design for their marketing site. The responsive WordPress site is accessible across devices. Designed and developed web pages and build unique custom landing pages using HTML, CSS, and WordPress for content migration. Created web graphics, logo, managed image assets, image resizing and cropping using Adobe Creative Suite.

- Provided design strategy and art direction
- Website migration and transferring all data
- UI design, and choosing images, using Adobe Creative CC
- WordPress theme design
- Building custom landing pages using HTML, CSS
- Provided UI/UX design solutions, web flow, wireframes and sitemap

UI/UX designer, Avnet INC, San Jose, CA

Oct 2016- May 2017

As UX and Web Designer at Avnet, I worked with a large team to migrate over 1500 web pages in IBM WebSphere. Avnet's rebrand took place throughout one year, collaborating with marketing, development and design teams. I had a hybrid role as both a web and UX designer. As UX designer I designed page layouts and brand guidelines for the rebranding of Avnet's company website. Once the design was established web designers, including myself, populated the layouts created by our UX team with content using HTML and CSS inside of IBM WebSphere. Commerce for Avnet products was a complex system updated to manage products along with their descriptions and images.

- The new re-branding and web design helped increase online conversion rate & revenue from 1% to 3% or generated +\$200 Million in revenue
- Experience working side-by-side with developers, UX designers, and web designers to implement Avnet's website and application
- Daily standups with the team and UX directors on deviations based on input during the development process
- Experience with research and user testing of designs and prototypes
- Created graphics, images, banner ads, assets for Avnet's website
- Develop wireframes, functional prototypes and collaborate on user experience
- Using industry standard UX process to create new designs
- Design and develop web pages, using HTML, CSS, JavaScript for IBM portals
- Design and publish technical articles for Avnet website. +600 pages
- Old website migration to a new site and transferring large data
- Provided UX design solution, sketches, low and high fidelity mockups, and wireframes
- Provided web architecture, created landing pages, dashboards and navigation system

Web & UI designer Zoolack, San Francisco, CA

Feb 2016 – May 2016

Description: Zoolack is an e-commerce cosmetic company for hair products and makeup in the San Francisco Bay Area. Responsible for created graphics, banners, and Images for the website using adobe creative suite. Provided marketing strategy, art direction, and technical support to the client.

- Website migration and transferring all data
- UI design, and choosing images, using Adobe Creative CC
- WordPress theme design
- Building custom landing pages using HTML, CSS
- Provided UI/UX design solutions, web flow, wireframes and sitemap

Web & UI designer Analog Books, Berkeley, CA

Jan 2015 – Jun 2015

Description: Created and managed HTML/CSS/WordPress / graphic designer

Web & UI designer at Lazer Image Printing, Berkeley, CA

Jan 2014 – Dec 2014

Description: Created and managed HTML/CSS / graphic designer

Web & UI design at The University of California Berkeley, Berkeley, CA

Aug 2013 – Jan 2014

Description: Designed and developed web pages, using HTML, CSS. I used WordPress as CMS for this project and created logins for all lab members to edit the website. Designed graphics, banners, profile pictures, photography, and interactive contents using Photoshop & Illustrator.

Web & UI designer at Green Copy, Oakland, CA

Jan 2013 – July 2013

Description: Client seeking e-commerce website and CMS package could improve his web presence online for his customers in San Francisco & Oakland. Assisted with a suitable package to build a new website and set up an online E-commerce store for his company.

Education:

Bachelor of Science, Industrial High Technology Product Design, spring 2012. San Francisco State University, San Francisco, CA

Certifications:

. UX Research Methods: Card Sorting

Lynda.com, Certification Date Nov 2017 – Present License E3B93452BDC94F50A1A0EBCFA3B887C7

. Hands-On Mobile Prototyping for UX Designers

Lynda.com, Certification Date Sep 2017 – Present License C7CB9BFFD6C84213BAC7A1E6ED707467

. Infographics: Planning and Wireframing

Lynda.com, Certification Date Aug 2017 – Present License 355EB7D1DF1D4F05B1093CE058413516

. UX Design Techniques

Lynda.com, Certification Date Aug 2017 – Present License D1B04A3B274644B5835F4E59E4996EED

. UX Design Techniques: Creating Scenarios and Storyboards

Lynda.com, Certification Date Aug 2017 – Present License 161EBE7CE91F4751BEF9BF47E9728AF2

. UX Design: Creating Personas

Lynda.com, Certification Date Aug 2017 – Present License 68BA17989C4643FB925D7A297BB11064

. UX Research Methods: Interviewing

Lynda.com, Certification Date Aug 2017 – Present License FC3D02160F024183B263CEF0C17AE904

. InVision for UX Design

Lynda.com, Certification Date Jun 2017 – Present License A80C61DB12624BBA9C3C94717E75608D