Zara RASTEGAR

UX Designer

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I have a diverse background as a designer, specializing in product design, interior design, exhibition curation, and UX design. My focus is on developing creative and user-centered solutions.
I constantly strive to keep up with the latest design trends and technologies, and my dedication to solving problems and commitment to quality have resulted in successful projects delivered on time and within budget. I enjoy collaborating with cross-functional teams and thrive in a collaborative environment.

Key Competencies

Project Management	Interaction Design	Multi-Tasking	Team leadership
Design System	Usability Testing	Agile Work	Communication
Client relationships	Information Architecture	Design thinking	Flexible

Technical Skills

Figma	Adobe XD	Adobe Photoshop
Adobe Illustrator	Zeplin	Canva
Sketch	Miro	Auto-cad

Professional Experience

UX Designer
Memofy- Germany

Jan 2022 - Present

 Collaborated in designing Memofy, an AI-powered smart flashcard application that revolutionized the way users learn, leading to a 50% increase in downloads within the first month.

- Conducted research, wireframing, prototyping, and UI design
- Collaborated with developers to create a functional and user-friendly application
- Implemented AI technology to develop and curate dynamic flashcard content, resulting in a 40% increase in user engagement and retention.
- Conducted usability tests before and after launch
- Increased the conversion rate by 5% based on usability test results

Event Designer
La Mer Besancon- France

Nov 2021 - Sept 2022

La Mer is a culture and art organization focusing on music events where I designed event spaces according to the artist's needs for each performance.

- Coordinated effectively between artists and disciplines for smooth event management resulting in reducing emails and paperwork by 40%
- Assisted artists in improving their social media presence for increased audience engagement and event attendance
- Achieved a 20% increase in audience within 3 months

Product Designer
Janbal- Tehran

Janbal was the first online store to sell cryptocurrency wallets and products. I designed a line of merchandise products for branding and retailing purposes.

- Created design concepts, developed products, made mock-ups, and tested prototypes
- Led marketing and social media campaigns resulting in higher revenue by 40%
- Achieved a 30% increase in new customers after launching the products
- Developed skills in product design, branding, and marketing through this experience.

Art Director- Exhibition Curator
Lorzadeh Museum/ Valiasr Museum- Tehran

May 2019 - Nov 2020

Valiasr Museum is dedicated to Tehran's historic icons and represents this city's culture and heritage. I worked on 6 different exhibitions and coordinated multiple events.

- Designed museum spaces and galleries, and curated seasonal and permanent exhibitions with a focus on user-centric design
- Organized events related to museum content, with a focus on city and architectural themes
- Designed the gift shop space in the Valiasr Museum
- Produced a podcast related to the museum exhibitions with 2k downloads in the first week.
- Increased museum followers by 35% in just 2 months

Design Consultant- Set Designer
Provincial Home Living- Melbourne, Australia

Mar 2016 - Feb 2019

Provincial Home Living is a producer and seller of French-style furniture in Australia. I assisted customers in transforming their living spaces into more functional and comfortable environments.

- Reviewed plans and visited site locations to create spaces utilizing the company's products.
- Achieved KPI targets for 6 months in a row
- Provided expert advice and guidance to customers on maximizing the potential of their living or working spaces
- Increased number of new customers by 5% monthly

Visual Merchandiser
Provincial Home Living- Canberra, Australia

Dec 2014 - Feb 2016

Collaborate with marketing and sales teams to develop strategies for product presentation and promotions.

- Design and create visually appealing displays and layouts to showcase products in a retail setting and increase sales by 20%.
- Train and educate store staff on visual merchandising standards and guidelines.
- Monitor and analyze customer feedback and sales data to optimize visual merchandising strategies.

Education

Google/ Coursera   2022
Certificate in UX design

University of Canberra, Australia   2016
Bachelor of Interior Architecture

Languages

English, Fluent   German,B1   French,B2   Farsi,Native