

Farshad Zolfaghari

User Experience and Interaction Designer

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SUMMARY

I am a multidisciplinary professional with experience in human centered design, user experience, usability, interaction and visual communication. My goal is to translate customer insights into delightful user experiences and align them with business goals.

I am proficient in providing various design solutions for a single problem by fast prototyping, understanding and communicating with product managers, team members and actual users.

Right now I am user experience designer on [Power BI](#) team in Microsoft, also I worked at [Microsoft](#) and designed solutions for across Windows 10 search, query formulation, My Stuff canvas and Edge browser search box. Before that I was designer at [Agilysys](#) and helped them to create a management UI for their POS hardware. Prior to these I was a designer at [PSP](#) and designed different UIs and websites for them.

SKILLS

User Experience Design, User Interface Design, Interaction Design, Usability Tests, Photoshop, Illustrator, Adobe XD, Wire Framing, Sketching, Prototyping, Axure, Style Guide Designing, Responsive Designing, HTML5, CSS3, Cross Browsers Compatibility, Web Standards, HCI, Mobile Design, Agile, Scrum, Personas, Ideation, User flows, Storyboarding, Card Sorting, Sitemaps

EXPERIENCES

User Experience Designer II

Power BI - Microsoft

April 2016 – Now



Microsoft Power BI allows users to transform their data into interactive visuals and reports. Power BI is one of leaders in BI industry.

As the UX designer for Microsoft Power BI, I am responsible for finding solutions for some of the most complex problems in software designing.

User Experience and Interaction Designer

Microsoft (via Allovus Design)

September 2015 - December 2015



I was responsible for user experience and interaction designs across Windows 10 search, query formulation, My Stuff canvas and Edge browser search box.

User Experience and Interaction Designer

Agilysys (via Triad Group)

January 2015 - September 2015



[Agilysys](#) is a worldwide, leading hospitality & foodservice technology provider of innovative software solutions to hotels, casinos, cruise lines & foodservice operations. I worked closely with product managers, developers and users to create this solution. See samples of wireframes, visual designs and redlines [here](#). Also check the actual interactive wireframes [here](#).

- I was responsible for creating solutions for one of the Agilysys products which controls the POS hardware
- Created wireframes with Axure as well as visual design comps and style guides
- Produced test scenarios for heuristic usability tests
- Worked in agile environment with a team of developers and product managers
- Created design from business abstraction through ideations

User Experience and Visual Designer

PSPINC (via Triple Net Technologies)

August 2014 - January 2015



[PSPINC](#) is a web hosting and internet solutions company located in Bellevue, WA. Samples of some of my works: [Dreamersi redesign project](#), [Bloguru mobile app](#), [Japanese Online website](#)

- Researched, tested, and designed multiple user interfaces
- Produced wireframes, mock-ups, task flows, and UI specifications
- Converted sketches into digital graphics
- Converted graphics into valid HTML/CSS codes
- Worked with Subversion system

User Experience and Visual Designer

Rayanmehr

September 2011 - January 2014



[Rayanmehr](#) provided unique services for customers who want to buy credit for their prepaid sim cards or pay their bills online.

Samples of some of my works: [Rightel Online Shop](#), [Irancellman Website](#), [Karjooian Website](#), [Jina Online Shop](#), [eCharge Control Panel](#), [GSM Charge](#), [Fast WiMax](#)

- Researched, tested, and designed multiple consumer faced user interfaces
- Produced wireframes, mock-ups, task flows, and UI specifications
- Converted sketches into digital graphics
- Converted graphics into valid HTML/CSS codes
- Designed more than 10 online shops for company services
- Coordinated projects among design, and development teams (.NET environment)
- Worked in agile team

Web Designer

Arshe

February 2010 - September 2011

Arshe was a design agency which provides different services like websites and mobile applications for wide range of different clients.

- Researched, tested, and designed multiple consumer faced user interfaces
- Produced wireframes, mock-ups, task flows, and UI specifications.
- Converted sketches into digital graphics.
- Converted graphics into valid HTML/CSS codes.
- Coordinated projects among Design, and Development Teams (PHP environment).

Founder

Datis Design

2007

Samples of some of my works: [OneDrive concept](#), [Jobseeker](#), [Viber app redesign](#), [Takelessons Redesign](#)

- Created first Photoshop to HTML (PSD2HTML) service in Iran
- One of the trustworthy sources of UI / UX design in Iran
- Offered many free web services in Iran

LANGUAGES

Persian *(Native proficiency)*

English *(Professional working proficiency)*

EDUCATION

General Assembly (Seattle)

User Experience Design Program 2014

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