Ellie Koranlou
UX/UI Designer

Portfolio
LinkedIn
+1(650)471-9512
Eli.zarghamk@gmail.com

SKILLS

Figma
Adobe XD
Design System Development
User Research
Wireframing
Prototyping
User-Centered Design
Responsive Design
Accessibility
Empathy
Presentation
Analytical Skills
Collaboration Skills
Information Architecture
Problem Solving
Detail Oriented
Self- Starter
Adobe Photoshop
HTML
CSS

EXPERIENCE

UX/UI Designer- UTech Business Solutions
July 2023 – Present, Phoenix, Arizona, USA

- Led the design overhaul of the Maricopa County Treasurer's property tax website and connected internal application, focusing on improved aesthetics and user-friendly interface.
- Developed comprehensive design systems for both projects, streamlining the visual and functional aspects to enhance user experience.
- Conducted end-to-end workflow redesigns, ensuring alignment with business requirements, and presented these comprehensive flows to stakeholders and the product owner for validation and feedback incorporation.
- Operated within an agile framework utilizing Azure DevOps, collaborating closely with cross-functional teams to synchronize development and design efforts, ensuring seamless integration and meeting the demands of both teams.
- Facilitated effective communication and synergy between the development and design teams, ensuring that both sets of requirements were met during the project lifecycle.

UX/UI Designer Intern- Stagwell
Jan 2023 – July 2023, Brooklyn, New York, USA

- Conducted in-depth research on design components (buttons, elevations, typography) for Stagwell Company's design system.
- Worked directly with the Senior Director of Product Design to develop a tailored design system.
- Analyzed various design systems to create a customized, efficient framework for Stagwell.
- Contributed significantly to ideation and implementation of the new design system.
- Produced comprehensive documentation for seamless system integration across teams.

UX/UI Designer- Chicago Persian School
July 2022 – Jan 2023, Des Plaines, Chicago, USA

- Achieved a 9% reduction in bounce rate and a remarkable 33% increase in session duration by leading the website redesign, boosting user engagement and site performance
- Elevated user experience and conversion rates by implementing responsive forms and pages with JavaScript, resulting in a 15% increase in form fills and improved overall usability
- Prioritized user needs and preferences in collaboration with stakeholders, enhancing responsiveness, ease of use, and accessibility of the product
- Produced high-quality user experiences across projects by developing and maintaining design deliverables, such as site maps, process flows, wireframes, and functional specifications
- Played a pivotal role in the creation of website illustrations, enhancing its visual appeal and engagement

CERTIFICATE

Google UX Design Certificate - Coursera
2022

- Mastered user-centered design principles, creating empathy maps, personas, and user journey maps.
- Utilized innovative techniques for creative design solutions.
- Produced comprehensive wireframes, prototypes, and mockups with a focus on visual design.
- Conducted interviews, usability studies, and prioritized accessibility throughout the design process.

EDUCATION

Master of Science in Real Estate Development - University at Buffalo
2018 – 2021, Buffalo, New York, USA

Bachelor of Architecture - Shahid Beheshti University
2010 – 2016, Tehran, Iran