

farannajafi

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Core Skills

- + More than 10 years of experience in visual and interactive design disciplines
- + Designed and directed several B2B and B2C web platforms
- + Developed and managed large scale web applications
- + Design prototyping in agile and fast-paced environments
- + Solid technical understanding of front-end disciplines
- + Successfully collaborated with Front-End Development and Quality Assurance (QA) teams
- + Consulting various start-up clients to design cutting edge user experience and user interface for their web applications
- + Successfully launched and released multiple multi-million dollar web projects

ReachLocal, Inc. | NASDAQ: RLOC

Director, Application User Interface Design | 2010 - Present

Senior User Experience (UX) Architect / User Interface (UI) Designer | 2008 - 2010

Part of a multi-product development team responsible for ensuring high usability, efficiency, effectiveness and scalability of web-based applications and platforms.

Perform a variety of tasks including analyzing, designing, prototyping and evaluating user interfaces, interactions, task flows, information architectures, and data visualizations.

Interact with several internal departments including Product Management, Engineering, QA, Marketing and Business Development.

- + Develop and maintain prototypes, wireframes, and high-fidelity mockups
- + Major UI re-factorings for a more intuitive user experience
- + Design a comprehensive UI roadmap including support materials such as style guides
- + Work with Product Management to define target user personas
- + Participate in the overall product design lifecycle and requirements process
- + Manage and inspire internal and external creative teams
- + Lead the design and development of the mobile application interface

Napster, Inc. | a BestBuy company

Senior User Interface Designer | 2008 - 2008

Helped define the user interface for Napster's new and existing products and features.

Conceptualized and created visual design solutions for complex web applications and websites.

Created visual and user interface designs that addressed business, brand, market, and user requirements, including design and production of interface elements, screen layouts, color palettes, icons and typography.

Collaborated with an interdisciplinary team of producers, product manager, and researchers to refine the user experience.

Worked with a team of front-end developers and web integrators to deliver the final product.

Produced design specifications, storyboards, scenarios, design prototypes and style guide documentations.

Broadcaster Inc. | note: this company is no longer in business

Senior User Interface Designer | 2007 - 2008

Developed detailed mockups and prototypes to effectively communicate interaction and design ideas.

Designed and developed multiple e-commerce sites.

Designed highly responsive online marketing materials.

Conducted ongoing research of web applications user interface development best practices.

AVA Enterprises

Creative Director | 2001 - 2006

Managed and inspired the creative and web development staff.

Provided the innovative and progressive branding ideas in both print and online marketing contents.

Worked on company's four high online traffic brands in both digital and online presence.

Participated in projects to vision and design creative content treatments.

Coordinated multiple vendors for print advertising, including catalogs, fliers, posters, show displays, etc.

Technical Proficiency

- + Adobe Creative Suite
- + Mobile Application Development
- + Advanced understanding of CSS, HTML and Java Script
- + Cross platform and browser compatibility testing (UI QA)
- + Advanced knowledge of web/print typography including Cufon, @FontFace technologies
- + Experienced eye for colors and their value in user-centric designs
- + Print production
- + Skills on web server technologies with hands on IT and data management.

Education

Advanced Advertising Design & Branding, UCLA, California, USA | 2008

User Experience Design, UCLA, California, USA | 2007

Bachelor of Science in Visual Communications, Westwood College of Technology | 2005

Certificate in 3D Design Animation, Cavendish College | 2001

Associates Degree in Graphic Design, Fine Art University | 1999

My Design Philosophy & Style

I respect clean and simple designs, and believe in good design makes choices clear.

My designs are functional "form follows function", scalable and applicable to the wide range of users.

Architecture & nature photography are the two major inspiration sources for me.

Personal Summary

Lived in Europe and the Middle East with a strong understanding of multi-culturalism and its impact on Interaction and user experience design, 32-year old who is able and efficient in meeting deadlines in a fast-paced environment. Strong interpersonal skills for contributing to a team-oriented organization, while always looking for new opportunities to learn. Motivated and disciplined self-starter with a goal-oriented attitude, open to alternative approaches to solving challenging issues.

Designers who have had the most influence on my work

Dieter Rams, Paul Rand, Frank Gehry, Jonathan Ive, Karim Rashid