

# Hazel Asghari

Ottawa, Ontario  
(Willing to Relocate)

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(613)8905992

[Portfolio Link](#)

*"I am a UX designer and researcher with a technical background.  
My passion lies in building empathy, prototyping concepts, and iterating for the solution."*

## Education

MA UX Design  
The University of Ottawa  
2021 – 2023

BA Information Technology  
Azad University  
2010 – 2014

## Design

Wireframing  
Rapid Prototyping  
Sketching  
Motion UI  
UI Mockups  
Storyboards  
Interaction Design  
Visual Design  
Accessibility Design  
Micro Interaction

## Research

User testing  
User Interviews  
Survey  
Heuristics  
Usability Studies  
Competitive Analysis  
A/B Testing

## Tools

Figma  
Balsamiq  
Sketch  
Condens  
Adobe Photoshop  
After Effects  
Google Analytics  
SQL Server  
Ustesting.com  
FullStory  
Html/CSS  
WordPress

## Relevant Employment

### UX DESIGNER, SONNET

May 2022 – Jan 2023 (FULL-TIME)

- Led ten end-to-end UX design projects in 8 months, resulting in a significant increase in user engagement and a substantial improvement in conversion rates.
- Conducted comprehensive accessibility audit to evaluate compliance with WCAG 2.1 guidelines.
- Created wireframes, interactive prototypes, and user flows to communicate design concepts and gather feedback, resulting in high stakeholder satisfaction and alignment.
- Implemented comprehensive user research, involving primary and secondary research methods and analysis to identify user needs, pain points, and behaviors, informing the design process and resulting in a notable reduction in user complaints.
- Designed intuitive and visually appealing user interfaces (UI) for web and mobile applications, resulting in a marked improvement in user satisfaction and a noticeable decrease in user error rates.

### UX DESIGNER, CAN BE WELL

August 2021 – April 2022 (PART-TIME)

- Led the design process from conception to implementation, utilizing rapid prototyping and wireframing techniques to create intuitive and visually compelling user interfaces.
- Developed user personas, user flows, and wireframes to outline the interaction and information architecture of digital product.
- Created low-fidelity and high-fidelity interactive prototypes, facilitating design workshops and leading cross-functional teams to foster collaboration and drive innovative solutions.
- Conducted usability testing and gathered feedback to iterate and improve designs, enhancing usability and overall user satisfaction.
- Developed and maintained a design system and pattern library, ensuring consistency across multiple products and platforms and minimizing design inconsistencies.
- Conducted user interviews and facilitated workshops to gather user requirements and align design goals with user needs.

### UI/UX DESIGNER, G-ADS AGENCY

June 2017 – Dec 2020 (FULL-TIME)

- Conducted research, analyzed data, and synthesized insights to inform creative briefs and guide the design process.
- Implemented product design strategies that aligned with business and user's objectives resulting in visually stunning and highly functional user interfaces.
- Developed wireframes, mock-ups, and interactive prototypes, using industry leading design tools, to communicate design concepts and facilitate feedback and iteration.
- Led end-to-end design projects, from concept ideation to prototyping and implementation, utilizing HTML, CSS, and JavaScript to bring designs to life.
- Implemented best practices in web design, including user interface (UI) design principles and accessibility standards, to create intuitive interfaces.

## Certifications

Start the UX Design Process: Empathize, Define, and Ideate	Google
Figma Essentials Training	BYOL
Build Wireframes and Low-fidelity Prototypes	Google
Foundations of User Experience (UX) Design	Google
Advance Your Skills as a User Experience Researcher	LinkedIn