


Amir Manoochehri

Senior Interaction & UI/UX Designer

Personal Information

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Statement

As a designer, trying to create Unique, feasible and shapely creation from scratch to live is always my tradition. Years of working in the field of interaction design have taught me that the superiority of this art and skill over other species is not only in the praise of the audience out of ignorance but incidentally arises from the pure state that seeps from within him/her through a practical experience and makes them to use and even suggesting to others. That is why my innate commitment in designing and developing a product has been borrowed from this manifesto and still go on, The Pure and Sterling audience satisfaction! **“ A good wine needs no bush “.**

Work Experience

Vigosmart Group

Part-time Iran-Tehran
Dec 2011 - Present

Lead Interaction & UI/UX Designer

- . UI and UX design consulting in order to train clients in user experience best practices
- . Supervising design team and leading UI/UX designer in order to keep the standards
- . Conducting brainstorming meetings, user research and designing user-centered solutions

Deeep Studio

Freelance Iran-Tehran
2018 - Present

Lead UI/UX Designer

- . Participating in developing main design concepts and user journeys
- . Sketching out ideas and making models
- . Illustrating design ideas using storyboards, process flows and sitemaps
- . Leading design activities to understand user needs & business opportunities
- . Designing multi platform design systems
- . Design and building dashboards, CRM panels and APIs for banking, Fintech and enterprise businesses

Finnotech Website

(Fintech and Banking Solutions)

e-Farda Website

(Solution Provider in electronic payments)

Hamgam Corporate

Full-time Iran-Tehran
Apr 2016 - Nov 2018

Lead Interaction & UI/UX Designer

- . Collaborate and supporting the UI/UX designers across various projects
- . Plan and implementation in outlining solutions by user interaction methodology in the form of mock-ups, models, wireframes, documentation and prototypes
- . Collaborate with start-up main team members and stakeholders to help making strategic design and user-experience decisions
- . Leading the team in order to expanding mastery of the business goals and pushing back on stakeholders with innovative UX/UI proposals
- . Conceptualising original ideas in order to bring simplicity and usability to complex design roadblocks
- . Conducting design activities to understand user needs & business opportunities, uncovering business or user needs with the goals to generate potential feasible solutions

Market Orient (Start-up / Product)

(Branding, Marketing & Sales Automation)

Decol App

(Decoration Shop with AR Feature)

Dona App

(Period and Health Tracking for Ladies)

Pixel Idea Designers Group

Full-time Iran-Tehran
Dec 2005 - Oct 2016

UI/UX Designer - Web Designer / Developer

- . Participating in all aspects of Web UI design affairs such as analysis, interface design and visual design
- . Supervision on web based outputs in order to optimize applications for reaching maximum speed and scalability and ensuring the technical feasibility of provided UI/UX designs
- . Participating in Front-end development in HTML and CSS markup languages and also jQuery / Java customization

Active Idea

Full-time Iran-Tehran
Apr 2000 - Sep 2003

Web Designer / Developer

- . Designing website user interface, landing page and admin dashboards
- . Graphic designing in the form of poster, brochure and packagings
- . Implementing visual elements and designs with HTML and CSS markups and collaborate with back-end developers team

Skill Set

Expertises

Interaction design, service/product design, web and mobile UI/UX design, prototyping, data visualization, problem-solving, web design, responsive ui design, wireframing, storyboarding, sketching, brand identity design

Research / Ideation

User flows, user testing, A/B testing, analytics, Usability testing, user interviews, sitemap and information architecture, user journeys

Deliverables

UI kits, Design systems, GUI designs, presentations, reports, wireframes, interactive prototypes, visual design, style guide creation, developers style guides, typography, mockup designs, web pages designs

Coding

HTML, CSS, Bootstrap framework, jQuery optimizations, responsive design, HTML based email

Side Experience

- Teaching & Mentorship (UI/UX Design courses in Contemporary Arts Academy - Iran-Tehran)
- Designing and Development for Smart TVs App (LG Smart TV)
- Movie and Sound Editing (Adobe Premiere, Sound Forge for Social Media Content)
- Working in startup environments within the past 4 years and having work experience in complex situations and agility in making decision and implementation and also interaction with the team to achieve the best possible result

Tools

- **Pen and Paper**
- **Adobe Photoshop**
- **Adobe Illustrator**
- **Adobe XD**
- **Sketch**
- **Figma**
- **Invision Studio**
- **Visual Studio Code**
- **Dreamweaver**
- **Expression Web**
- **Trello**
- **Jira**

Achievement & Qualifications

- The Official **IGDS Member** (Iranian Graphic Designers Society) (member of ico-D)
- **Web Design Certificate** of Iran Technical & Vocational Training Organization (TVTO) (2010)
- Nominated and Selected for **the IQS Intl. Quality Summit Award by BID, the Business Initiative Directions** (New York,2014)
- Won **First place** in 2nd IRIB Festival for best Graphic Pattern (2000)
- Won **Third place** in 1st IRIB Festival for best Virtual Studio Designing (1999).

Education

Plant Breeding Engineering 1994 - 1998 Karaj - Iran
Azad University
Bachelor's degree

Language

- **English** (Business Conversation Fluency)
- **German** (A1)
- **Farsi** (Native)

Hobbies

▪ **Reading** ▪ **Movies** ▪ **Music** ▪ **Tennis** ▪ **Swimming** ▪ **Drawing**