# Medi Hosseini
## User Experience & Visual Designer

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## Work Experience

### Product Design Intern

Neolth | Jun 2020 - Aug 2020 | San Francisco, CA

- Designed and conducted user experience research to understand user pain points.
- Created a design system and a new brand identity in an iterative data-driven process with input from a well-defined focus group.
- Redesign the platform (desktop & mobile-web), developed multiple iterations based on research results & iterative usability testing.
- Documented design findings, as well as technical requirements for the development team.

### User Experience Designer

Takhfifan | Apr 2019 - Jun 2019 | Tehran, Iran

- Analyzed client's needs to define problems and devise innovative and simple solutions.
- Redesigned website checkout flow experience and designed a new login process for a new version of the Andriod app.
- Collaborated with design, engineering, product management to develop data-driven decisions.

### User Experience and Interface Designer

Pegah.co | Jan 2018 - Sep 2018 | Tehran, Iran

- Introduced a full UX process, that resulted in improved product strategy and implementation.
- Tapsell (digital advertising service); Redesigned enterprise dashboard by dividing it into separate panels designed for two main client segments.
- Backtory (cloud-based services); Redesigned the platform featuring newly released services to help drive an increase of enterprise customers, and to promote the company's strategy.

### Design Research Intern

Pierandrei Associati | Apr 2016 - Jun 2016 | Milan, Italy

- Researched new & innovative trends and solutions for an ideal workplace for "SEDUS", a famous German furniture company.
- Managed the project within time and budget constraints.

## Skills

### Methods

- Product Design
- Visual Design
- Interaction Design
- Motion Design
- Design Strategy
- Usability Testing

### Deliverables

- Wireframes
- Interactive Prototyping
- High fidelity design
- User flow / Task flow
- Scenarios & Persona
- Storyboard

## Tools

- Figma
- Sketch
- Adobe Creative Suite
- Miro
- InVision
- Zepline
- Gitlab
- HTML/CSS

## Education

### MA Web Design & New Media

Academy of Art university

Jun 2019 - Dec 2020 | SF, CA

### MA Product Service Design

Politecnico di Milano

Mar 2015 - Apr 2018 | MI, Italy

### BA Industrial Design

Alzahra University

Feb 2010 - Jul 2014 | Teh, Iran