

Vida Saffari

UX Designer

vidamelody.com

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Experience

DeweyVision AI - UX/UI Design Intern

May - Sep 2021 | San Francisco, CA

- Redesigned the brand, UI, & interaction experience of the DeweyMatch AI software
- Collaborated with users/stakeholders to inform design decisions & drive team alignment
- Crafted a visual design system for developers to ensure a consistent look & feel of the product
- Communicated directly with developers to ensure design implementation & prioritize users
- Increased user satisfaction test scores by **95%** after implementation of new designs

Life Intelligence - UX/UI Design Intern

May - Sep 2021 | San Francisco, CA

- Streamlined app onboarding journey for new users which increased app subscribers by **48%**
- Conducted **20+** rounds of user interviews to validate user needs & reach actionable insights
- Designed & prototyped "Audio Mode" to improve accessibility for users with disabilities
- Integrated user feedback, data, & business needs into **3+** rounds of design iterations

Telewave, Inc. - Digital Design Intern

Jun - Sep 2020 | Fremont, CA

- Redesigned Telewave's e-commerce website experience which boosted product sales by **40%**
- Set up a CRM Technology system to collaborate with users & solve their pain points
- Implemented visual designs for new products that decreased customer support calls by **98%**

References provided upon request.

Education

NYU Tandon School of Engineering

B.S. Integrated Design & Media - May 2022

Deans List All Semesters - GPA 3.91/4.00

Minors in Design Management & Business

Google UX Design Certificate, 2022

Skills

Research & Design Methods

- User Research, Usability Testing, Wireframing, Prototyping, Human-centered design

Tools & Programming

- Figma, Sketch, Adobe Creative Suite, InVision, HTML/CSS/JavaScript, React Native

Leadership & Awards

CEO & UX/UI Designer

Choosing Credz

- Managed multi-disciplinary team & designed mobile app throughout the product life cycle

Best User Research Insight Award

NYU Entrepreneurial Institute

- Awarded based on research insights gathered after user interviews & usability testing sessions

UX/UI & Web Designer

Design for America (DFA)

- Utilized a human-centered design approach to design user experiences battling food insecurity

UX Mentor & Speaker

Kode with Klossy Coding Camp

- Mentored young female scholars as they designed & developed mobile app projects