


Gelayol Moradzadeh

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EDUCATION

DePaul University

2014 - 2016

Masters of Science in human-computer interaction

GPA: 3.98

Pardisan Higher Education Institute

2009-2011

Bachelors of Science in computer software engineering

GPA: 3.36

SKILLS

- User Research
- Affinity Diagramming
- Personas
- Wireframes and Prototyping
- HTML, CSS and JavaScript
- Visual Basic
- C#

TOOLS

- Flinto
- Sketch
- Axure
- Invision
- Moqups
- Photoshop
- Stormboard

OBJECTIVE

To leverage my UX design knowledge and develop UX strategy and design solutions based on users' needs and business goals.

WORK EXPERIENCE

UX Designer ▪ 01/2017 – Present

ThinkTank ▪ Denver, Co.

Creating detailed interactions of our SaaS application to improve the way groups and businesses collaborate.

Data Visualization Research Assistant ▪ 10/2016 – 11/2016

DePaul University ▪ Chicago, IL.

Analyzing the data on online conversations in Chicago neighborhoods and designing interactive data visualizations.

UX Designer Intern ▪ 06/2016 – 08/2016

ParkWhiz ▪ Chicago, IL.

Conducting online usability evaluations on competitors' and ParkWhiz's website. Analyzing the test results and providing design solutions. Conducting cognitive walkthroughs and heuristic evaluations on both Android and iOS mobile apps.

Tutor ▪ 09/2015 – 06/2016

DePaul University ▪ Chicago, IL.

Tutored in HTML, CSS and JavaScript.

UX Consultant ▪ 12/2015 – 01/2016

StellaRoute ▪ Chicago, IL.

Conducted competitive analysis on travel websites to establish design requirements and find the limitations and opportunities. Designed mid fidelity prototypes on both Axure and Moqups. Conducted several usability evaluations on the prototype to refine the design.

UX Research Assistant ▪ 02/2015 – 06/2015

DePaul University ▪ Chicago, IL.

Assisted in organizing participatory design session, conducted analysis of data from past interviews and design activities. Contributed to developing a framework for design. Transforming research insights into design implication.

HONORS & CERTIFICATES

- Contribution to parts of the book, New Generation of User Interface KINECT, Published by Milan Afzar Publication (Awarded Best Publishers' Award, 2011)
- Google Analytics Certificate (Valid through 11/25/17)

PROJECTS

User Experience Design – Hope After Project

- **Goal:** Providing consulting for a non-profit organization to expand their volunteer and recipient network further
- **Method:** Conducted interviews, usability evaluations and competitive analysis. In addition, provided empathy and journey map and wireframes
- **Outcome:** Presented a high fidelity to communicate design solutions. Increased users' satisfaction by 65%. Addressed recommendations for future work in order to enhance users experience

Interaction Design – Divvy Bikes

- **Goal:** Designing integrated experience application for Divvy Bikes
- **Method:** Conducted observation, created flow diagram, concept map, personas and low fidelity wireframes, performed open card sort and conducted usability evaluation.
- **Outcome:** Low-fi wireframes that were created based on user research data help the target users to use the application more efficiently

Usability Evaluation – Google Maps VS. MapQuest

- **Goal:** Determining the best design practices of mapping applications
- **Method:** Conducted a comparative research
- **Outcome:** Enhanced the three fundamental usability measurements: satisfaction, efficiency, and effectiveness and directly impact the success of the service

Usability Evaluation – Forever21 mobile application

- **Goal:** Identifying the application's strengths and assess how the application could be further improved to better meet the needs and expectations of its users
- **Method:** Conducted 6 usability evaluations
- **Outcome:** Recommendations could help the business make more money by increasing the number of sales through mobile app

Inquiry Methods and Use Analysis

- **Goal:** Understanding the factors that can affect the way users read the news online
- **Method:** Conducted observations, interviews and a survey
- **Outcome:** Addressed recommendations to meet user's needs. Help news sources to procure users' trust and as a result gain more subscribers