Samaneh Raghimi
UX/Product Designer

www.samanehraghimi.com
LinkedIn: in/samaneh-raghimi/
samaneh1544@gmail.com
(612) 430-3504

Experience

CVS Health
UX Designer
November 2021- Present
- Advocating for design solutions based on customer and business goals.

cxLoyalty a JPMorgan Chase Company
UX/Product Designer
October 2019 - October 2021
- Collaborated closely with designers, product managers, and researchers to identify potential areas of improvement for the company's products.
- Created style guides and pattern libraries for the clients.
- Worked with developers to code the front-end and implement design solutions for the current products.
- Was responsible for designing mockups and prototyping across the web and mobile products.

Prime Digital Academy
UX Designer
January 2019 - May 2019

Solo-Defined Project
- Client: Teachable.io is a startup for homeschooling that looks for new opportunity areas.
- Challenge: Develop multiple touch-points and add more features to the app to make it beneficial and efficient for parents of special needs children.
- Result: A multiple touchpoint mobile application which provides features for homeschooling parents of twice exceptional students. These features improve self-esteem and personal growth on the challenging path ahead, and paves the way for those who need to make money at home through a knowledge market platform.
- Methods: Conducted Storytelling, Competitive Audit, Contextual Inquiry, User Journey Map.
- Tools: Sketch, InVision, Axure RP, Photoshop.

Group Project
- Client: World Health and Wellness Database, whose goal is to provide a health care platform for individuals wherever they are in the world.
- Challenge: Create a multi-touchpoint design strategy to support all the defined needs.
- Result: Identify MVPs and create a dynamic platform for future development.
- Methods: Competitive Audit, User Interviews, Conducted Storytelling, Mood boards, Usability Testing.
- Tools: Sketch, InVision, Photoshop.

Skills

Design
- User workflow
- Wireframing
- Storyboarding
- Low to high fidelity prototyping
- Typography
- Iconography

Research
- Contextual inquiry
- Heuristic evaluation
- Usability testing
- Conducted storytelling
- Kano analysis
- Interview
- Journey map
- Comparative analysis
- Affinity diagram
- Agile methodology
- Information architecture
- A/B Testing

Tools
- Sketch
- InVision
- Axure RP
- Airtable
- SurveyMonkey
- Abstract
- Jira/Confluence
- Keynote
- Solidworks
- Power Point
- Adobe Photoshop

Development
- HTML/CSS

Interpersonal:
- Flexible
- Quick learner
- Team player
- Good at meeting deadlines
- Interested in facing new challenges

Azad University of Mashhad
Industrial Design Lecturer
October 2008 - September 2016
- Teaching Courses: Design Principal, Form and space, Computer-Aided Design, Ergonomics, Design Evaluation.
- Collaborated with other faculty members to redefine and upgrade curriculums.
- Conducted more than 20 undergrad thesis projects with environmental, sustainable, and design for children approach.

Mashhad Municipality
Design Consultant/Industrial Designer
January 2010 - March 2016
- Worked directly with a team of various professionals.
- Was responsible for the strategy to design safety barriers for Mashhad urban spaces, results showed 34% improvement.
- Conducted research about urban elements which resulted in a 2 Volume research booklet.

Zarrin Porcelain Company
Industrial Designer
June 2007 - March 2008
- Worked on a team of 3 industrial designers, I was solely responsible for ideation, 3D modeling, and 3D prototyping for porcelain tableware in a challenging workspace which needed strong time managing skill.

Freelance
Freelance Designer
November 2016 - Present
- Rapid iteration, problem solving, visual design and customer research for small businesses and start-ups.

Education

Prime Digital Academy
User Experience Design Certificate
January 2019 - May 2019

Nielsen Norman Group/NNG
UX Certificate
February 2021

University of Tehran | Faculty of Fine Arts
Master of Art in Industrial Design
Graduated March 2008

University of Tehran | Faculty of Fine Arts
Bachelor of Art in Industrial Design
Graduated October 2005

Code Academy
HTML/CSS Certificate
January 2019

Community

UXPA
Member
February 2019 - Present

Walker Art Center
Volunteer
April 2017 - Present

Hexagon UX
Co-lead
March 2019 - Present

The Advocates for Human Rights
Volunteer
April 2017 - Present