

Keivan Sina User Experience Designer

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Computer Science graduated; 8 years of experience in the design and development areas. I bring the engineering perspective and problem-solving approach to create products that people love. My biggest ambition is to develop my knowledge and make people's lives better. Therefore, I am looking for an opportunity to work with professionals and produce awesome products. I always follow user centered design and design thinking principles in my UX workflow process and in terms of visual design, I have a very good understanding of design system architecture and atomic design principal.

Experience

PETRONAS / Lead UX Designer

Kuala Lumpur, Malaysia | Start Date: 09 Aug 2021 — Now

- Contributed to the design system team to create the PETRONAS dark mode components
- Conducted user interview, brainstorming and usability test sessions with the users in Turkmenistan Operation Project
- Built over 100 pages based on Atomic design principal and prepare the structure of nested components in Turkmenistan Operation Project
- Assisted the Design Ops manager to estimate the mandays and the budget for the design portion of different projects.
- Oversee and lead the design process in PUSPA chatbot project
- Contributed in OLV project which is a product of a joint-venture company between PETRONAS, Accenture, and Microsoft.
- Conducted different sessions with designers to explain the importance of Atomic Design Principles and helped them to get familiar and make use of it during their day-to-day tasks.

Wavelet Solutions / UX Designer · Project Manager

Kuala Lumpur, Malaysia | Start Date: 20 Mar 2020 — End Date: 06 Aug 2021

- Design the design system of BigLedger platform and applets under this platform
- Project management and technical leadership of BMW Loyalty+ application, One Living e-commerce application, and DirectD data syncing project
- Analyze the projects and requirements of the project for the clients (companies)
- Prepare scope of work, work breakdown, man-days estimation, quotation, timeline, business requirement document, user acceptance document for projects
- Monitor the project process, development progress, and prepare several reports for the stakeholders on a regular basis

Freelance / UX Designer

Kuala Lumpur, Malaysia | Start Date: 01 Sep 2019 — End Date: 20 Mar 2020

- UX/UI design and development of wayfinding kiosk for Chip Mong Noro Mall in Cambodia
- UX/UI design and development of maintenance application for Chip Mong Noro Mall in Cambodia
- UX/UI design and logo design of RideRadar application in the Philippines
- UX/UI design and development of a hotel booking system in Cambodia
- UX/UI design and logo design for IoT Analytic startup in Canada
- UX/UI design and logo design for Smart Dent startup in Canada
- UX/UI design and development for LedgerCover startup in the US

IRSA / UX Designer

Tehran, Iran | Start Date: 22 Oct 2018 — End Date: 01 Sep 2019

- Designed and launched a tourism marketplace (SafarMarket) from scratch with a strong focus on usability and delivered over 300 screenshots on 3 platforms (website, Android, and iOS) in 9 months
- Improved the usability of the product iteratively using “user-centered design” and “design thinking” principles
- Reduced the size of the project by 80% using atomic design methodology
- Accelerated the development process by making a design system, style guides and handover them using “Zeplin”
- Facilitated the design collaboration by using “Plant” as a Sketch version controller
- Helped other teammates to meet the deadlines by coding HTML, CSS

IranTalent.com / UX Designer

Tehran, Iran | Start Date: 21 Dec 2017 — End Date: 21 Sep 2018

- Designed and delivered a product (IranSalary.com) from scratch with +500 view per day
- Conducted weekly design team sessions to update designers and resolve problems in their own agile teams
- Reduced the users' complaints by 40% by monitoring the usability of the product iteratively using “Hotjar”

Keylid / UX/UI Designer • Developer • Team Lead

Tehran, Iran | Start Date: 21 Dec 2015 — End Date: 20 Dec 2017

- Engaged in 4 UI/UX projects and 3 front-end projects in different domains
- Promoted in 2016 to lead an agile team responsible for building AOD applications and contributed to the product design of this project

RM Innovation / UX/UI Designer • Front-end Developer

Louisville - KY (remote) | Start Date: 14 Apr 2015 — End Date: 20 Dec 2015

Contributed to the UI/UX design of 5 projects. and the front-end development of 5 projects in the field of e-commerce

InfoTech International / UX/UI Designer • Developer

Tehran, Iran | Start Date: 01 Oct 2013 — End Date: 27 May 2015

Contributed to the UI/UX design of 5 projects and the development of 4 projects in various programming languages such as J2EE, Primeface, HTML, CSS, JavaScript, and prepared some graphic assets like logos, banners, and icons.

Pishgam Intelligence / Co-Founder

Saveh, Iran | Start Date: 01 Mar 2012 — End Date: 01 Dec 2013

Designed and implemented a smart home solution consisting of network stack and node modules such as the main controller, smart plugs, and smart switches using wireless sensor networks (WSN) from scratch.

Education

Hamadan University of Technology

BS in Computer Science

Hamadan, Iran | Start Date: 23 Sep 2010 – End Date: 07 Jun 2015

Skills

Design: Sketching, Wireframe, User Journey, Task Flows, Prototyping, Personas, Design System,

Research: Interviews, Information Architecture, Market Research, Usability Testing, A/B Testing & Experiment

Development: HTML, CSS, SASS, Bootstrap, JavaScript, jQuery, Angular, PHP, Laravel, SQL, Magento, Java, C++, Matlab, Git, Sketch Plugin Development

Software: Figma, Sketch, XD, Invision Studio, Zeplin, Plant, Photoshop, Illustrator, Aftereffect

Others

- Contributed to 2 GitHub projects in the field of sketch plugins.
- Teaching UX Design and coding to people who cannot afford to pay classes and help them get a job.
- Head of the computer and IT association for 2 years at university.
- Teacher assistant in programming courses for 3 years at university.

Hobbies

Riddles / Board Games / Camping / Party / Table Tennis / Swimming