NILOOFAR DADASHIMEHR

UI/UX DESIGNER

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SUMMARY

Passionate and **detail-oriented UI/UX Designer** with a diverse background in graphic design, motion graphics, and a growing interest in AI and emerging technologies. With a focus on creating **visually appealing**, **user-friendly interfaces**, I approach every project as an opportunity to innovate and **solve complex design challenges**. My experience spans multiple design disciplines, allowing me to think outside the box and deliver solutions that balance aesthetics, functionality, and technology. I am eager to contribute my skills in a dynamic, collaborative environment where I can push boundaries and help shape impactful digital experiences.

EXPERIENCE

SIGMA GROUP

UI/UX Designer

📅 **January 2021 - Present**   📍 **Istanbul, Turkey**

- Led the creation of intuitive, user-friendly interfaces that boosted **customer satisfaction**.
- Collaborated with **cross-functional teams** to integrate designs smoothly into products and developed **high-fidelity prototypes** for effective concept visualization.
- Conducted **A/B testing**, **user interviews**, and **analyzed** user data to guide design decisions and refine strategies.
- Researched and applied emerging **UI trends** and technologies, while leveraging skills in **Figma**, **Adobe XD**, and **Sketch** to enhance overall design effectiveness.

Junior UI/UX Designer

📅 **October 2020 - January 2021**   📍 **Istanbul, Turkey**

- Contributed to designing **user-friendly interfaces** and supported design integration with development teams.
- Assisted in **user research** and **usability testing** to gather feedback and inform design improvements.
- Applied modern UI trends and gained experience with **prototyping tools**.

Freelance

Graphic Designer

📅 **February 2018 - October 2020**   📍 **Istanbul, Turkey**

- Created **motion** graphics for **in-app videos** and **marketing content** for various social media platforms.
- Designed a variety of materials, including **brochures**, **social media posts**, **logos**, **brand books**, and **banners**.
- Worked on **video editing** and **animation** for promotional campaigns across different channels.
- Proficient in Adobe tools like **Premiere Pro**, **Illustrator**, **Photoshop**, and **After Effects** to deliver high-quality visual assets.

SKILLS

- Mobile Design
- Website Design
- User-Centric Design
- Wireframing & Prototyping
- Interaction Design
- Visual Design
- Information Architecture
- Usability Testing

TOOLS

- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Zeplin
- Zoho

LANGUAGE

- Persian: Native
- English: Fluent
- Turkish: Proficient

EDUCATION

Bachelor of Financial Management

Shahid Beheshti University

📅 **September 2013 - June 2017**

📍 **Tehran, Iran**