



Vahid LENJANZADE

UX Designer

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Portfolio:
<http://dribbble.com/vahiidl>

Experienced user experience designer with a decade of successful experience in the design and digital product industry. Skilled in user experience design, interaction design, user interface design and Strong user experience research skills with a bachelor's degree focused in sociology from the University of Tehran. Worked with lots of related tools like Sketch, XD, Invision, Symplic, Principle, Google Analytics, Hotjar, Balsamiq and...

EXPERIENCES

UX DESIGNER / [May 2019 – Present](#)

Cafe Bazaar

Working on Balad Application

UX CONSULTANT / [Feb 2019 – Oct 2019](#)

KheiliSabz

KheiliSabz wants to provide a better user experience and for that, they need to understand their target audiences. When I joined KheiliSabz, I have two responsibilities: first, I should start to understand our users and their needs and as a second responsibility, I need to educate and inspire colleagues to solve user's needs. At the end of this collaboration, they have enough knowledge and resource to design the whole product without any helps.

UX DESIGNER / [May 2018 – Mar 2019](#)

Bamilo

I joined into brand new UX team in bamilo as a UX designer and worked with Sajad Roudbari on redesigning all bamilo products and we both reports directly to Farhad Jafari (UX Manager), Who has years of experience in UX and products. We made engaging personas and designed Bamilo website and applications based on our research and benchmarks.

UX DESIGNER / [Sep 2017 – May 2018](#)

Respina Networks & Beyond

Respina Networks and Beyond was founded in 2002 aiming to promote the ICT industry in Iran. Due to the FCP License achievement in 2016, Respina decided to build Nexfon. Nexfon was the first Hosted-PBX in Iran and I joined to Nexfon team with various B2B challenges. Less than one month after releasing the first version of Nexfon, we've got 70 company as a customer, NPS score was +30 and until my last day at Nexfon, we were growing fast.

UX DESIGNER / [Oct 2016 – Sep 2017](#)

BlueBook Application

As a small team in Zarvanmehr institution, we started to build a mobile application for Zarvanmehr students. Bluebook Application has a smart learning algorithm which combines persistency and speed in a flash card environment to help users learn better, more comfortable and faster. After testing this application with Zarvanmehr students we published the app on mobile app stores and tried to make it better.

UX DESIGNER / [Sep 2015 – Oct 2016](#)

TechKnow

We start to built designers and developers largest community in Iran. to achieve that goal, we created a User-centered approach in our product, and with our user stories, we wrote personas and created a customer journey map to understand user flows. we used card sorting method for our information architect and designed MVP based on material design to get feedback from users.

UX DESIGNER / [Jan 2015 – Sep 2015](#)

HamiTarh

HamiTarh was a startup in Amirkabir Innovation Center. I joined as a UX Designer to solve their customers' problems. In the HamiTarh MVP, their targeted personas weren't satisfied and more than the half users can't use the product without calling supports or checking the FAQ page. So we wrote better personas with their pain and gains to understand users needs and made user journey map to make a user-centered approach in the whole team. After designing the new version based on our usability tests, we launched a new version and touched our targets.

UX DESIGNER / [Jul 2009 – Dec 2014](#)

PaydarAfzar

Like our customers, we began as a startup to solve designing and developing problems for startups based on their users and business needs. I've learned a lot about various parts of company and business needs in PaydarAfzar, but my main responsibilities focused on the user experience of our clients such as DambelApp, Bazinam, MrSmart, DrKetab, Rahaayi, SafireSalamat, Jubicco and etc.

EDUCATIONS

UNIVERSITY OF TEHRAN / 2013 – 2017

Bachelor's Degree

OSVEH SCHOOL / 2011 – 2013

High School

ALLAMEH HELLI SCHOOL / 2007 – 2011

Mid & High School

CERTIFICATES

Become a Product Manager / [Udemy](#)

Building Trust and Commitment on Your Team / [PluralSight](#)

Agile Estimation / [PluralSight](#)

Agile Release Management / [PluralSight](#)

Foundations of Product Ownership / [PluralSight](#)

Product Management: Building a Product Roadmap / [Udemy](#)

UX Concepts / [Udemy](#)

UX Research for Agile Teams / [Udemy](#)

Digital Product Manufacturing: The Roadmap to Success / [Udemy](#)

Entrepreneurship 101: Designing Great Products and Services / [Udemy](#)

Automation in Product Management / [Udemy](#)

Google Analytics for Beginners / [Google](#)

Principles of Design Thinking / [Udemy](#)

Product Management for Startups and Growth / [Udemy](#)

Screens Essentials for UI Designers / [Udemy](#)

Mobile App Design: From Sketches to Interactive Prototypes / [Udemy](#)

The Complete Product Management Course / [Udemy](#)

Agile Product Owner(ship) - From Beginner to Professional / [Udemy](#)

Agile Reporting - Beginner To Rock Star / [Udemy](#)

Essential User Experience Design / [Udemy](#)

Intro to Rapid Prototyping / [Udemy](#)

Introduction to Product Management / [Udemy](#)

Product Vision and Feature Prioritization for Startups / [Udemy](#)

SKILLS

Industry Knowledge

User Experience Design, User Interface Design, Product Management, Agile Methodologies, DSM, Product Design, HCI, Interaction Design, Information Architecture, User Research and Usability Testing.

Tools

Sketch, Principle, Adobe XD, InvisionApp, Google Analytics, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Sympli, Balsamiq and...



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