ZINAT ARASTOO

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SUMMARY

Experienced Senior UX/UI Designer with 7+ years of expertise in crafting visually impactful and user-centered designs for e-commerce platforms, mobile apps, and TV applications. Proven ability to enhance user experiences through intuitive navigation, responsive design, and performance optimization. Adept in A/B testing and user-centric testing to improve conversion rates and overall site efficiency. Strong background in managing product development, maintaining branding consistency and collaborating with cross-functional teams, including developers, project managers, marketing, sales, and IT, to align design with business objectives. Proficient in design tools such as Figma, Adobe Creative Suite and Canva with hands-on experience in e-commerce platforms like Shopify, Word-press, Wix and Magento.

EXPERIENCE

UX/UI Designer Hayabusa Fightwear - DTC/ E-commerce - Contract

May 2024 - Ongoing

Kingston, Ontario

- Designed and developed buying guides into the main menu, assisting customers in selecting products and serving as landing pages for targeted advertisements.
- Improved conversion rates from 0.8% to 1.4% while keeping the same number of sessions.
- Conducted user research and redesigned the menu based on findings and customer feedback, improving product accessibility by tailoring the experience to different skill levels.
- Implemented A/B testing and analyzed heatmaps to optimize user interactions and improve conversion rates.
- Performed benchmarking and utilized Google Analytics to assess performance metrics and inform design improvements, driving continuous enhancement in customer engagement and satisfaction.

Senior Product Manager

Volts Energies - Wholesale/ E-commerce

Dec 2021 – Ongoing

Laval, Québec

- Designed and branded company products, creating websites, wireframes, prototypes, and high-fidelity designs for desktop, mobile, and tablet interfaces.
- Collaborated with internal and external stakeholders to develop digital design solutions, including website and intranet landing pages, user flows, mobile layouts, and component libraries.
- Managed email campaigns, social posts, and video content, ensuring brand consistency and analyzing campaign performance.
- Led product marketing and digital material development with a team of two designers, conducting usability testing and refining designs.
- Enhanced website content, implemented SEO best practices, and monitored web performance to ensure optimal traffic, accessibility, and conversions.
- Designed email marketing campaigns and automation, contributing to a substantial 63% increase in revenue.

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CERTIFICATIONS

UX Design Professional Certificate Google Academy

Advanced Google Analytics Google Analytics Academy

Technical Management Iranian Cultural Heritage, Handicrafts and Tourism Organization

Appreciation for Support and Business

Sarv Tourism - Dubai, UAE

EDUCATION

M.A.: International Tourism Management

Rey Juan Carlos University, Madrid, Spain

B.Sc.: Tourism Management Allameh Tabataba'i, Tehran, Iran

SKILLS

Wireframing and PrototypingInteraction DesignWeb Design		
Interaction Design Web Design		
Mobile Design Responsive Design		
Usability Testing A/B Testing		
User Research Information Architecture		
Visual Design User Flow		
Human-Centered Design		
Design Systems Design Thinking		
Accessibility User-Centered Design		
Design Research		
Journey Mapping		
WordPress Shopify Magento		
Woocommerce		
WIX HTML Figma		
Adobe XD Adobe Photoshop		
Adobe Rush		

UX/UI Designer

Melovid - Digital media Entertainment

- 🛗 Mar 2024 May 2024
- Remote, Québec
- Designed and developed user-friendly interfaces for Melovid's mobile app, website, and TV streaming application, enhancing user engagement and satisfaction across multiple platforms.
- Conducted user research and usability testing to gather insights and iterate on design solutions, ensuring intuitive and seamless experiences for diverse audiences.
- Created wireframes, prototypes, and high-fidelity mockups using tools like Sketch and Figma, effectively communicating design concepts to stakeholders and development teams.
- Collaborated with developers to implement responsive design principles and ensure consistent branding and functionality across mobile, web, and TV applications.

UX & Web Designer

Procepack inc. - Wholesale

🛑 Oct 2023 – Feb 2023

- Terrebonne, Québec
- Designed and developed a visually appealing and user-friendly website on the Shopify platform, enhancing the online shopping experience.
- Created and curated engaging content, including product descriptions, images, and promotional materials, to effectively communicate brand messaging.
- Collaborated with stakeholders to align design with brand values, ensuring a cohesive and impactful online presence.
- Implemented UX best practices, such as user persona development and journey mapping, to ensure the website met user needs and expectations, resulting in a more seamless and enjoyable shopping experience.

UX/UI Designer - Team Lead

Verizon (USA) & Rogers (Canada) Campaign - TTEC

📋 Oct. 2018 – Nov 2021

Montréal, Québec

- Supervised a team of UX/UI designers, providing guidance and support in designing and developing digital campaigns for high-profile clients such as Rogers and Verizon.
- Directed the design and development of user-centric digital experiences, focusing on enhancing usability and user engagement for major campaigns.
- Coordinated with product managers and engineers to gather and evaluate user requirements, ensuring designs met both user needs and technical feasibility.
- Led the creation of wireframes, storyboards, prototypes, and graphic user interface elements to clearly illustrate design concepts and user flows.
- Oversaw user research and usability testing, utilizing insights to drive design decisions and improve overall user experience.
- Ensured all digital assets adhered to brand guidelines, optimized for usability, and presented high-quality design solutions to key stakeholders, addressing UX challenges and improving conversion rates.

Web & Graphic Designer

MyCityHome - Hospitality Feb 2018 - July 2018

Madrid, Spain

• Optimized the MyCityHome Website for mobile responsiveness, enhancing the user experience.

- InDesignSketchCanvaMiroFlowmappInVisionAdobe Creative SuitMailchimpRoadmap Planning
- Market Analysis Product Strategy
- Project Management
- **Cross-Functional Collaboration**
- Agile Methodology
- Data-Driven Decision Making

STRENGTHS

Leadership Problem Solving Creativity	
Team Working	Communication Skills
Commitment	Fast Learner Flexibility
Work under pressure Risk Management	
Detail-Oriented Time Management	

LANGUAGES

English Spanish Persian



- Designed the CityHome Reservation (hospitality) System for booking accommodations.
- Collaborated with product managers to create content across multiple platforms.

Senior Product Manager

Sunny Travel Agency

📋 Oct. 2015 – Sep. 2017

Tehran, Iran

- Designed and developed travel products and services based on market trends and customer needs, while creating strategic roadmaps through research and analysis.
- Created and implemented visual designs and interfaces for booking platforms and promotional materials.

Product Manager

Kama Trade Co.

苗 Feb. 2013 - Jun. 2014

Tehran, Iran

- Developed and executed comprehensive product strategies for the German parent company's product line, aligning with market trends and business objectives, which resulted in a 63% revenue increase.
- Adopted a customer-centric approach to enhance products, conducting user research and leveraging customer feedback to drive usability and satisfaction improvements.
- Identified new product development opportunities through competitive analysis and market research, fostering innovation and supporting business growth.
- Collaborated with cross-functional teams, including engineering, marketing, and sales, to ensure successful product launches and optimize existing offerings.

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Senior Product Manager

Sireh Travel Agency

📋 Oct 2009 - Dec. 2012

• Tehran,Iran

- Spearheaded the development and execution of product strategies for Sireh Travel's suite of travel solutions, driving innovation and enhancing customer experiences.
- Led cross-functional teams to deliver high-impact products on time and within budget.
- Conducted market research and analyzed trends to define product vision and roadmap.
- Collaborated with stakeholders to gather and prioritize requirements, ensuring alignment with business goals and customer needs.
- Oversaw the product lifecycle from concept to launch, utilizing data to optimize performance and drive improvements.