

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, WordPress, 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.

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

- User ExperienceUser Interface
- Wireframing and Prototyping
- Interaction DesignWeb Design
- Mobile DesignResponsive Design
- Usability TestingA/B Testing
- User ResearchInformation Architecture
- Visual DesignUser Flow
- Human-Centered Design
- Design SystemsDesign Thinking
- AccessibilityUser-Centered Design
- Design Research
- Journey Mapping
- WordPressShopifyMagento
- Woocommerce
- WIXHTMLFigma
- Adobe XDAdobe Photoshop
- Adobe Rush

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

Kama Trade Co.

📅 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.