Shabnam Shamloo

Product Designer

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Experience

UX Researcher & Designer, LSYM Co.   Valencia. Spain | May 2023 - Present

Conducted user-centered research to enhance the user experience of simulators for machine training using virtual reality.

- Utilized various research methodologies, such as user interviews, surveys, and usability testing, to gather valuable insights and feedback
- Collaborated with a cross-functional team of designers, engineers, and stakeholders, ensuring effective communication and integration of research findings into the simulator development process
- Iteratively tested and refining simulator prototypes based on feedback from user testing and usability evaluations

UX / UI Designer, Vega Tek Hub   Kansas. USA | Sep 2022 - Present

Consulted multiple clients in better understanding the market and uncovering user insights to design human-centered B2B and B2C products and services

- Led the design of cross-platform data monitoring products that resulted in a 45% improvement in the work efficiency of engineers and supervisors
- Designed mid-fidelity wireframes and hi-fidelity user interface while adhering to corporate brand standards
- Collaborated in a multidisciplinary team with consumer insights, technology and product to find best solutions
- Led research studies to identify key personas and user journeys for product strategy and vision definition

UX / UI Designer, The Byte Flow   Valencia. Spain | Feb 2021 - Sep 2022

Designing +12 website and platforms from definition phase to delivery for international organizations and NGOs, including UN, UNESCO, UNICEF and US AID

- Increased conversion rate of TBF products by 60% in average
- Revamped customer experience of The Byte Flow website to increase new customers acquisition and conversion rate utilizing the heat-map analysis, Google Analytics data
- Collaborated with PM, stakeholders, and Engineers from the beginning to the end of the process
- Created knowledge hubs and libraries which make the content accessible for users

UX / UI Designer, Level 5 Advertising   Virginia, USA | Sep 2017 - Jul 2020

Design +40 E-commerce WordPress websites for a design agency specializing in the RVs and car dealerships

- Worked with the team to build graphics for landing pages, advertisements and social media content
- Created user personas, journey maps, user flows, and low-high fidelity wireframes and prototypes in the development of designs
- Conducted comprehensive user research and competitive analysis, including user journey mapping and benchmarking
- Provided high-level business (BRD) and UX requirements with stakeholders.

Skills

Research

Usability studies | Survey design | Competitive analysis | Heuristic research | A/B Testing | Semi-structure interview | Market Research | Stakeholder and user research | Affinity Diagramming | Card sorting

Strategy

UX strategy | Product feature prioritization | Operation planning

Design

Persona development | User flows and journey maps | Information architecture | Wireframing | Prototyping | Interaction design | 3D modeling

Tools

Figma | Sketch | Invision | Adobe CS | InVision | Google Analytics | Unity | Blender

Education

Master of Fine Arts
George Washington University
2015 | Washington D.C.

Certifications

UX Design
Google

UX Design for AR/VR/MR/XR
University of Michigan

Web Design for Usability
Interaction Design Foundation

Accessibility
Interaction Design Foundation

Front-End Web Development
Tehran Institute of Technology

Languages

English Bilingual proficiency
Spanish Intermediate proficiency