

Paria Partovi

UX DESIGNER



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Dynamic and innovative UX designer with hands-on experience in creating **engaging, user-centered** digital designs across a range of platforms. Specializing in transforming complex user feedback into **intuitive design solutions**, I have successfully driven product enhancements that significantly **improved user satisfaction and engagement** rates. My expertise extends from rigorous usability testing to the adept application of design thinking principles, leading to the development of impactful user experiences. With a passion for **merging technical skills with creative problem-solving**, I'm committed to advancing human-computer interaction through **accessible, data-driven design strategies**. Eager to leverage my unique blend of **artistic background and technical proficiency** to tackle new challenges in UX design.



Skills

- ◆ Figma proficiency
- ◆ Adobe Creative Suite
- ◆ High Fidelity Prototyping
- ◆ Motion Design
- ◆ Usability Testing
- ◆ Data Driven Design
- ◆ Design Thinking
- ◆ Interaction design



Work History

- ◆ **May 2024 - Current** - **User Experience Manager**
Peak Tower Tech, Vienna
 - **Team Oversight** and Guidance, **lead and coordinate** a team of designers to conceptualize and execute user experience design.
 - **Decision-Making** and **Strategic Direction**, ensuring cohesive design outcomes by guiding the team in user-centric design principles.

◆ **May 2023 - UX/UI Designer**

Jun 2024 *Wowflow, Vienna*

- Lead the creation of new features from **concept to launch**, ensuring that all designs meet both **user needs** and **business objectives**.
- Independently analyze and enhance **user flows**, fostering continuous improvement in application **usability**.
- Presented comprehensive design deliverables to stakeholders, effectively communicating rationale behind proposed solutions.
- Innovate and streamline **onboarding processes**, markedly improving ease of user interaction and engagement.
- Design and implement **high-fidelity prototypes** and **UI designs**, applying **design thinking** principles to produce refined and impactful user experiences.
- Work closely with product owners and developers to synthesize user feedback into meaningful feature developments and design enhancements.
- Conduct comprehensive **usability testing** and iteratively refine designs, employing a **data-driven approach** to ensure optimal user experience.
- Utilize real-time user feedback as a dynamic input, translating it into **responsive and adaptive design** improvements.
- Identified and addressed usability issues through heuristic evaluations, leading to product refinements that better served user needs

◆ **Dec 2022 - User Researcher Intern**

Apr 2023 *Rapid User Feedback , Vienna*

- Worked collaboratively with team of researchers to conduct **user interviews** and **surveys**, gaining insights into user behavior and preferences.
- Played a key role in **conducting usability tests**, ensuring designs met user expectations and usability standards.
- Analyzed and synthesized **user research data**, informing design decisions that contributed to enhancing the user experience.
- Coordinated with cross-functional teams to **present research findings** and inform **design and feature recommendations**.

◆ **Mar 2022 - External Graphic and Motion Designer**

Apr 2023 *Kapsch TrafficCom , Vienna*

- Aligned with marketing and social media teams to develop cohesive **branding strategies** and **marketing materials**.
- Designed and produced **digital and print media ads**, contributing to increased **brand awareness** and commercial success.
- Conceptualized and created **promotional videos** and **motion graphics**, effectively communicating key marketing messages and brand values.

◆ **Education**

◆ **Sep 2023 - Master of Science: Human-Centered Computing (Weekend Program)**

FH Oberösterreich

- Pursuing a specialized **weekend master program** in Human-Centered Computing, **accommodating full-time professional commitments**.

- Comprehensive curriculum encompassing **UX/UI design principles**, ensuring the creation of intuitive and user-friendly interfaces.
- Advanced training in **data processing and visualization**, utilizing **machine learning** and interactive information visualizations to inform design decisions.
- Study of **contemporary interaction techniques**, including mixed reality (MR), virtual reality (VR), voice computing, robotics, and sensor technology.
- Emphasis on responsible innovation, incorporating ethical considerations and sustainable practices in technology development.
- Grounding in psychological and physiological principles, enhancing the ability to deliver user-centric technological solutions.

Sep 2019 - Jun 2022 **Digital Media And Animation**

HTL Spengergasse

- Gained fundamental skills in media and animation, with a strong emphasis on core **design principles**.
- Focused on **storytelling techniques** and the creation of engaging **digital content**.
- Provided a robust **artistic and technical foundation** for a future career in UX/UI design.

Feb 2009 - Jun 2013 **Bachelor of Arts: Theater Arts**

University of Tehran, College of Fine Arts

- Pursued a degree in theater arts, cultivating a deep understanding of performance, direction, and scriptwriting.
- Developed skills that transcend **artistic creativity**.
- Fostered a nuanced **comprehension of human behavior and motivations** through the study of character and narrative.
- Applied insights into **human psychology** to UX design, particularly beneficial in conducting detailed user interviews and research.



Certifications

Dec 2022 UX Design Bootcamp, Talent Garden Innovation School

Dec 2022 Human-Computer Interaction: The Foundations of UX Design, Interaction Design Foundation

Jan 2023 Design for the 21st Century with Don Norman, Interaction Design Foundation

Feb 2023 Data-Driven Design: Quantitative Research for UX Interaction, Interaction Design Foundation

Mar 2023 Agile Methods for UX Design, Interaction Design Foundation



Languages



English



German



Persian



Interests



Theatre: An active participant in Theatron, a private association for art and culture based in Vienna, which focuses on theater. Engage in multifaceted roles depending on the project's needs, encompassing acting, directing, web and poster design, photography, and brochure design. This personal activity underscores a deep-seated passion for the arts and showcases a diverse skill set that extends beyond my professional work in UX design.



Photography and Videography: A passionate photographer and videographer, utilizing these forms of media to explore and capture the world's aesthetic and narrative essence. This hobby not only fuels creativity but also enhances professional skills in visual storytelling and digital content creation.



References



Available upon request.