Reza Salehi

UX/UI Designer

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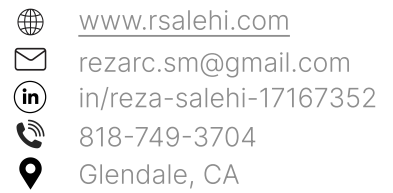
PROFILE

With over ten years of experience in architectural and general design, I've developed a keen eye for crafting aesthetically pleasing and functional spaces. Recently certified in Google UX Design, I've shifted my focus to creating user-centered digital experiences. My expertise lies in blending creativity, precision, and problem-solving skills to deliver impactful designs that resonate with users.

WORK EXPERIENCE

UX/UI Designer
Freelance 03/2023 - present

Vasari App (Art history app for an art Gallery)

- Responsible for guiding the product design journey from ideation and research to conception, visualization, and testing.

Green App (Houseplant care app)

- Responsible for guiding the product design journey from ideation and research to conception, visualization, and testing.

Architectural Designer (Healthcare)
BAM Creative 06/2023 - 12/2023

Managed healthcare architectural construction documentation and drawings across all phases of expedited projects. Collaborated with clients to define functional and spatial needs for new structures. Produced graphic renderings and models using Enscape and Revit software. Conducted research on healthcare building codes and requirements, integrating them into design planning processes.

Architectural Designer
The Code Solution 05/2022 - 05/2023

Led strategy for documentation and finalized building information models (BIM). Applied building codes to design planning. Reviewed technical drawings and modified drawings in AutoCAD and Revit. Participated in team meetings to resolve technical issues, reviewed project schedules, and researched materials and zoning laws to ensure compliance.

Architectural Designer
Tilted By Design Studio 04/2018 - 04/2022

Produced detailed architectural plans, sections, and intricate 3D models utilizing AutoCAD software. Developed innovative designs for Accessory Dwelling Units (ADU) houses, employing Rhino and AutoCAD Architecture to ensure comprehensive and efficient design solutions.

Publication

Offramp
Summer 2021

Editor of Offramp (SCI-Arc academic journal), issue 18.

Skills

Methods

- Developing Survey
- User Interview
- Qualitative Research
- Quantitative Research
- Contextual Inquiry
- Affinity Mapping
- Persona Creation
- SWOT
- MVP
- Card Sorting
- Competitive Analysis
- Rapid Prototyping
- Usability Testing
- Business Research
- Iterations
- Heuristic Evaluation

Deliverables

- UX Wireframe
- Interactive Prototype
- High Fidelity Design
- User Journey Map
- Competitive Analysis
- UX Research Reports
- User Flow / Task Flow
- Persona & Scenario
- Storyboard
- Site Map
- Mood Board
- Visual Style Guide

Software

- Figma
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Miro
- HTML, CSS (Basic)
- Google Suite
- MS Office
- WordPress
- 3D Studio Max/Vray
- Autodesk Revit
- Autodesk Maya
- Enscape
- Lumion

Education

Google UX Design Specialization
Google 2024 - Credential ID: G98VQ4UW3GVQ

Postgraduate Degree
SCI-Arc 2020-21 - MS Design Theory and Pedagogy

Master of Architecture
SCI-Arc 2016-20 - MS Design Theory and Pedagogy

Bachelor of Arts
Art University of Isfahan 2004-08 - BA