SHILAN GOLKAR

UX DESIGNER

Portfolio www.shilandesign.com

Email shilan.golkar@gmail.com

Linkedin.com/in/shilan-golkar

SUMMARY

I am a UX designer who loves merging psychology and design principles to create user-centred products. I enjoy digging into human behaviour to craft experiences that truly connect. I aim to tackle real-world challenges and drive business growth through thoughtful design.

EXPERIENCE

UX/UI DESIGNER
SchoolFinder Group

11/2022 – 12/2023
Toronto

- Synthesized research insights to develop targeted persona groups, effectively aligning sales, marketing, and content strategies.
- Spearheaded the design process, collaborating across teams to communicate concepts through user flows and mock-up creation, ensuring effective implementation within agile constraints.
- Achieved significant improvements in key page performance through information architecture restructuring and layout optimization, resulting in a 19% decrease in bounce rate and a 25% increase in time spent on the page
- Conducted usability tests, including creating task lists, observing user behaviour, compiling feedback and findings, making recommendations, and producing reports and presentations.

UX/UI DESIGNER
CBT Center

01/2022 – 08/2022
Remote

- Led end-to-end design process focusing on service discoverability and home page enhancement by refining page layouts and global navigation.
- Aligned design initiatives with business requirements to enhance the institute's competitive edge by introducing online appointment booking and course registration systems.
- Strategized content organization and effectively conveyed information architecture to the client.
- Designed and prototyped 40+ screens for mobile and desktop webpages using Figma, along with comprehensive style guides to deliver a polished, minimalistic, and user-friendly interface.

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USER EXPERIENCE DESIGNER
Persica

08/2021 – 01/2022
Toronto

- Conducted competitive analysis, heuristic evaluation, and usability testing, collaborating closely with the marketing team to craft a compelling and polished online presence.
- Sketched early ideas and translated the functional solutions into user flows, high-fidelity wireframes, and engaging prototypes to communicate the efficacy of the new layout and design to the directors.
- Achieved a 50% increase in task completion rate by enhancing usability and hierarchy in the information architecture and taxonomy of the website content to create an intuitive experience.

UX/UI DESIGNER
TrillaBit

09/2021 – 01/2022
Toronto

- Revamped the user interface of the flagship product to make the existing product more usable, accomplishing 20% growth in customer satisfaction.
- Crafted high-fidelity wireframes & screen mockups for a data visualization web app, prioritizing effective visual communication through refined system feedback, clear information hierarchy, and intuitive button labels.
- Collaborated with the engineering team and the stakeholders to balance business goals, design cohesion, and ease of implementation.

EDUCATION

UX Design, Certificate (UXLand Bootcamp)

Psychology, MSc. (University of Tehran)

Psychology, BSc. (Alzahra University)

SKILLS

- Interactive Prototyping
- Competitor Analysis
- Heuristic Evaluation
- User Journey Map
- Responsive Web Design

- Usability Testing
- User Interview
- Design System
- CSS/HTML (basic)
- A/B Testing

- Product Design
- Site Mapping
- User Flow
- Accessibility
- Data Analytics