

# ASLAN AMINI

## Contact

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## Education

Bachelor of Commerce  
Sauder School of Business at  
University of British Columbia

- Dean's Merit Award

## Certifications

Google UX Design Certificate  
Coursera, 2022

Google Ads Certification  
Google, 2020

## Languages

English (fluent)  
Persian (fluent)  
French (basic)

## Highlights

- 5+ years of experience in UX design
- Increased conversions by 20% through UX optimization on a real estate site
- Increased leads by 25% through contact form UX enhancements for a travel agency website
- Conducted 20+ user testing sessions to gain insights for an SMS marketing platform
- Founded and led 2 successful UX projects for e-commerce platforms
- Expertise in Figma, Adobe XD and Sketch for design and prototyping
- Certified in UX Design by Google/Coursera
- Designed and developed 20+ UX optimized sites for clients
- Skilled in effective communication, with a proven ability to convey complex ideas with clarity and connect seamlessly with diverse audiences
- Adept at finding creative solutions and making the most of available resources to overcome challenges
- Collaborative and skilled at working harmoniously within diverse groups to achieve shared goals
- Proficient in analyzing complex issues, identifying root causes, and implementing effective solutions to ensure smooth workflows
- Gathering insights about user needs, behaviors, and preferences through methods like interviews, surveys, and observation
- Designing with the user's needs and preferences at the forefront of the decision-making process
- Designing for various screen sizes and devices, ensuring a consistent and enjoyable experience across platforms

## Experience

Coffee Text  
UX/Product Designer  
November 2021 – present

UX Designer/Digital Marketer  
Freelance  
January 2018 – present

Eco Sanitizer  
Designer/Digital Marketer  
April 2020 – May 2022

Aslan Chai  
Product Designer/Founder  
January 2016 – December 2020

Advanced Travel & Tours  
Marketing Manager  
May 2013 - September 2019

## Skills

- Design Thinking
- User-Centered Design
- Rapid Prototyping
- Wireframing
- Prototyping
- Usability Testing
- Affinity Mapping
- Journey Mapping
- Visual Design
- UI Design
- Management
- HTML
- CSS

## Tools

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Sketch
- Canva
- Figjam
- Jamboard
- WordPress
- Squarespace
- Shopify
- Webflow
- Microsoft Office
- Google Suite

