SAHAR SHAMS

UI/UX & VISUAL DESIGNER

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📍 SF, Bay Area

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EDUCATION

Academy of Art University
MFA Visual Development

Tehran University of Art
BFA Fine Art

SKILLS

User Research
Ideation & Mockups
Journey Mapping
User Flows
Interactive Prototyping
Wireframing and Sketching
Storytelling
Visual Design
Usability Test

TOOLS

Figma, Adobe XD, Adobe Photoshop,
Adobe Illustrator, Sketch, Jira, Trello.

AWARDS

Iran National Games 2009
Game Design Reward

AAU Spring Show 2018
Visual Design Award

EXPERIENCE

Age of Learning, LA
UX Designer III (Feb2021-Now)

- Work closely with game design, art, animation, and a cross-functional team on the UX/UI design
- Establish and maintain an attractive and clear art style throughout all game features and UI screens
- Assess and synthesize user feedback to iterate the design.
- Design experiences that engages, surprises, and delight users.

Blue Shield CA, SF
Senior UI & Visual Designer (Aug 2020-Feb2021)

- Establishing standard design solutions within the system.
- Create user flows, wireframes, prototypes, and production-ready visual designs as needed.
- Partner with product managers and UX teams to ensure the design system meets business and user needs.

Johnnie Studio, Seattle
UI/UX Designer (March 2020-August 2020)

- Created Microsoft's web architecture for optimized navigability & performance, executed based on Microsoft's brand guidelines.
- Developed navigational hierarchies and visualize key concepts of site structure and user pathways for Microsoft's partner's websites.

The Little Soul, SF
UX/UI & Visual Designer (Oct 2017-March 2020)

- Led the team through the design thinking process to define the "MVP," maximizing time and efficiency and understanding technical feasibility to deliver the product to the market as quickly as possible.
- Delivered a UX vision and a plan for evolutionary, iterative updates that resulted in 125k downloads.

Irancubator, Berkeley
UX & Visual Designer (Jan 2016-Oct 2017)

- Responsible for wireframes, game art, UI design, and interactions for a variety of mobile apps and games.
- Conducted usability testing using focus groups or "street-testing" methods to get early user feedback on new products.