

Baran Fereidooni - UX Researcher

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SUMMARY

Dedicated UX Researcher with a strong background in academic research and a commitment to enhancing the customer experience. Proficient in conducting comprehensive user research using both qualitative and quantitative methods. Skilled in collaborating with cross-functional teams, synthesizing research findings, and translating insights into actionable recommendations. Combining a marketing background with engineering education, I bring a unique blend of analytical and problem-solving skills to shape user-centric design solutions.

SKILLS AND TOOLS

User Research:

- qualitative & quantitative methods
- interviews, surveys, analytics
- Usability testing, A/B testing
- task analysis, heuristic evaluations

Design Methodologies:

- Design thinking principles
- iterative prototyping

Data Analysis:

- Statistical analysis
- data visualization

User-Centered Design:

- Persona development
- journey mapping
- mental models

Usability Testing:

- Planning, conducting, analyzing tests
- Maze proficiency

Information Architecture:

- Organizing information
- effective navigation design

Interpersonal Skills:

- Collaborative teamwork
- stakeholder workshops

Problem-Solving:

- Creative approaches to complex UX issues

Digital Analytics:

- integration of digital analytics with UX Research

Tools:

- Agile Methodologies
- Figma, Sketch, Marvel
- Trello, Slack, Microsoft Teams
- Miro
- Maze
- WordPress
- Microsoft Office Tools
- HTML, CSS

EDUCATION

- UX/UI Designer, UXland School, Seattle, WA (Online) Oct 2022 - Apr 2023
- Diploma of Digital Marketing, Canada College, Montreal, QC Oct 2020 - Oct 2022
- MSc. Civil Engineering - Earthquake, University of Ahvaz, Iran Sep 2014 - Sep 2017
- BSc. Civil Engineering - Structures, Jundi-Shapour University of Technology, Iran Sep 2009 - Sep 2013

WORK EXPERIENCE

Freelancer

User Researcher

- Smart Style Project:

- Orchestrated comprehensive UX research using interviews, surveys, and analytics to deeply understand user needs in the fashion industry.
- Translated rich user insights into actionable design elements, creating wireframes, mockups, and prototypes using Figma for effective collaboration.
- Executed usability testing using Maze, optimizing the user experience and significantly increasing satisfaction.
- Applied user research findings to develop journey maps, personas, and user scenarios, ensuring a human-centered approach in design decisions.
- Actively collaborated with design teams, sharing user insights and influencing design directions based on research outcomes.
- Conducted stakeholder workshops to align project goals with user needs, ensuring a holistic and user-centric design approach.

- Wanderbuddy Project:

- Spearheaded the integration of a community-building feature, connecting explorers, and elevating the urban experience through strategic user research initiatives.

Vancouver, British Columbia

Feb 2023 - Present

- Executed design enhancements through active engagement methods, employing design sprints for rapid prototyping and iterative improvements.
- Crafted comprehensive journey maps, personas, and user scenarios, leveraging advanced user research skills to shape impactful design decisions and enhance overall user engagement.
- Facilitated stakeholder engagement sessions, ensuring seamless alignment between project objectives and insights derived from user research.
- Transformed user feedback into actionable design improvements, utilizing analytical tools to glean valuable insights for iterative enhancements

- CustomFitz Project:

- Led and conducted UX research efforts for a sustainable fashion brand, optimizing the platform for increased engagement and conversion rates.
- Applied usability principles and conducted testing using industry-standard tools such as Maze.
- Analyzed user feedback and behavior using analytics tools, providing data-driven insights to inform design decisions.
- Delivered user-centric artifacts such as journey maps, personas, and user scenarios to guide design choices. Collaborated with the design team to ensure a seamless integration of user insights into the design process.
- Effectively communicated research implications to stakeholders, translating qualitative and quantitative findings into actionable opportunities and recommendations.

ANC-CPA

integrated Marketing and UX Research Specialist - Co-op

Montreal, Quebec

Sep 2022 – Dec 2022

- Conducted in-depth UX interviews with the target audience to understand their needs and preferences for the online platform. Utilized feedback gathered through interviews to inform service development and marketing strategies, ensuring alignment with user expectations.
- Established and managed the company's online presence by creating and optimizing Facebook and Instagram profiles to showcase services.
- Interviewed users to identify the most effective platforms for engagement, providing insights into the preferred platforms for the online audience.
- Created engaging content tailored to the specific preferences and behaviors of the target audience on social media, maximizing user engagement.

ZARA

Customer Service Representative

Montreal, Quebec

Sep 2021 – Aug 2022

- Provided excellent customer service by effectively addressing inquiries, resolving issues, and prioritizing customer-centric principles, resulting in high satisfaction and loyalty
- Analyzed customer feedback and collaborated with cross-functional teams to develop solutions, improving customer service, and enhancing overall satisfaction and loyalty

Roja-Poobor Company

Marketing Manager

Tehran, Iran

Aug 2018 – Sep 2020

- Led marketing efforts to understand our audience, drive sales growth, and improve products for users.
- Collaborated with teams to implement creative strategies and stay ahead of market trends.
- Worked closely with all departments, incorporating customer insights to refine marketing plans.
- Illustrated the synergy between marketing and product design, enhancing our solutions for customers.
- Orchestrated successful digital campaigns, generating increased interest and engagement.
- Listened to customer feedback, refining and enhancing marketing strategies.
- Ensured marketing always prioritized delivering what customers want, contributing to business success.

University of Ahvaz

Research Team Lead & Contributor

Ahvaz, Iran

Sep 2014 – Sep 2017

- Led a dynamic research team in collaboration with a professor, playing a pivotal role in the conceptualization and execution of research projects, significantly contributing to the academic knowledge base.
- Developed and implemented robust research methodologies and experimental designs, ensuring systematic and accurate data collection.
- Applied advanced data analysis techniques, including statistical methods and visualization tools, to ensure the accuracy, reliability, and depth of research outcomes.
- Conducted thorough literature reviews, gathering and synthesizing relevant materials to inform the professor's work and contribute substantively to research findings.

- Collaborated closely with the professor to refine research objectives, enhance experimental setups, and streamline the overall research process.
- Mentored and guided team members, fostering a collaborative and productive atmosphere, resulting in enhanced research outcomes.

VOLUNTEERS

Toonie-Financial Services

Vancouver, British Columbia

UX & Marketing Researcher

Feb. 2023 - Present

- Lead user-centric marketing efforts for a startup financial services platform, actively engaging in early-stage brand development.
- Manage social media platforms to foster community interaction and anticipation for upcoming services.
- Execute innovative marketing strategies for continuous user acquisition growth and enhanced brand visibility.
- Implement and manage content calendars using Trello for streamlined workflow and task management.
- Leverage advanced UX research skills to optimize the UI/UX preview on multiple platforms.
- Ensure a simple, safe, and professional trader-friendly interface, incorporating user feedback for improvement.
- Collaborate with the product team to enhance Toonie coin allocation, considering user needs.
- Play a key role in developing multilingual support for diverse user preferences.

PORTFOLIO

www.baranfereidooni.com