SAHAR BABAEI ☺

UX / Product designer | **Email:** snbabaee@gmail.com | **Portfolio:** sahar-babaei-portfolio.vercel.app

Professional Experience

User Research + Service Design

Bamboozled Escape Games | Academic Group Project | Spring 2023

Collaborated with Bamboozled Escape Games for a semester long project, utilizing design methods such as ethnography research and affinity mapping to find the best design solution for helping the staff recover from hiccups during busy work hours.

Visual + Graphic Design

Eunoia UX Hackathon | extracurricular Project | Fall 2022 - Spring 2023

Worked as a member of the design team for Eunoia UX Hackathon, organized by SFU's IAT Student Union, to design and develop the hackathon's visual brand identity and create a variety of mockups, merch and assets.

Logo Design + Brand Identity

SFU Sport Analytics Club | Freelance Project | Fall 2021

Commissioned by the Vice Principle of the club, used Adobe Illustrator to develop a new visual identity for the SSAC club at SFU which resulted in the improvement of the club's online identity.

Academic Experience

Design Intervention + UX Design

Information Design Course | Academic Group Project | Spring 2022

Proposed a dictionary feature for the e-commerce website of the skin care brand The Ordinary. This design intervention was the result of utilizing user and stakeholder research to identify a problem space and develop wireframes, user flows, mockups and interactive prototypes for user testing.

Design Research + Graphic Design

Information Design Course | Academic Group Project | Spring 2022

Utilized design qualities and principles from designers Ellen Lupton and Irma Boom to experiment with visual design and art direction which resulted in the creation of a set of posters and brand asset mockups for an art exhibition from the Stedelijk museum.

Other Experience

Customer Service | Cafe + Bakery | 2021 - 2023

English Tutoring | 2019 - 2021

Healthy Hearing Ambassador | Hearing Clinic | 2018 - 2019

Customer Service | Simons | 2017 - 2019

Skills

UX + UI design

Wireframes

Prototyping

Ethnography research

User and Stakeholder research

User interviews

Heuristic evaluation

Affinity mapping

Personas and User journeys

Usability testing

Interaction design

Art direction

Responsive web design

Visual design

Content strategy

Design sprint

Digital illustration

Tools

Figma

Protopie

HTML + CSS

Premier Pro

Photoshop

Visual studio code

Github

Clip Studio Paint

Education

Simon Fraser University

School of Interactive Art and Technology

Design Concentration

Hobbies

Visiting art galleries & museums

Yoga & Swimming

Drawing and Illustration

Speculative design

Photography & Cinematography