

# Rez Khederzadeh

**Product Designer, Los Angeles, CA**

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U.S. Fully Work Authorized | No Visa Sponsorship Required

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## QUALIFICATION SUMMARY

Professional digital product designer with 3+ years of expertise in Digital Design technical roles. Recently Completed Master Program in Human Computer Interaction (HCI) and Design from UC Irvine. having special expertise in creating intuitive and visually appealing experiences that align with business objectives, user-centered design, user interface design of digital products. Excellent track record of working with private and nonprofit organizations.

## SKILLS

- quantitative and qualitative research
- Independent data analysis
- Information Architecture
- Lean UX Design
- Storytelling and journey mapping
- Design thinking
- Human-centered design
- Rapid prototyping
- Data Visualization
- Usability testing, A/B testing
- Typography, Color Theory
- HTML5, CSS3, JavaScript
- Figma, Sketch, Adobe XD, Invision, WordPress, Webflow, Unity

## EXPERIENCE

### Deadstock, Los Angeles, CA

#### Mobile Product/UX Designer - 12/2021 - 12/2023

Led app research and design, using user data analysis to achieve an 15% decrease in checkout abandonment rate.

Collaborated with cross-functional teams to integrate user feedback into product iterations, enhancing user satisfaction and retention rates.

Streamlined the Deadstock mobile app's user flow, cutting drop-off rates by 20%.

#### UX/UI Designer - 09/2021 - 12/2021

Participated in interviews and usability testing, contributing valuable insights to design decisions. Developed wireframes and prototypes to visualize design concepts and gather feedback from stakeholders.

### Legacy Car Rental, Los Angeles, CA

#### Web Designer - 02/2019 - 07/2021

Developed a WordPress-based website and a customer care system, alongside optimizing email campaigns to enhance user experience, which reduced bounce rates by 30%.

Redesigned the visual materials for hotel guests, integrating a compelling content strategy aligned with the company's values and promotions, which significantly boosted customer engagement and loyalty by 18% in the competitive Los Angeles market.

## EDUCATION

Master of Human-Computer Interaction and Design, Graduated in 09/2023

University of California Irvine, Irvine, CA

- Capstone 1: "Empathetic XR for Enhanced Interface in Autonomous Vehicles"
- Capstone 2: "HealthBook+" In-Depth UX Analysis for a BioMedical Startups Venture into Enhancing User Engagement by Improving Accessibility, Trust and Usability.

User Experience Design Certificate, Graduated in 05/2021

UX Online School, Seattle, WA

- Completed 3 Real UX projects, from customer experience research, user testing, conducting Interviews to deliver the consumer product (prototypes). Extended reality projects using Sketch, Figma, and Unity, receiving recognition from professors and peers for high-quality design work.

Café Turko | [Case Study](#)

Danahoosh | [Case Study](#)

Bachelor of Science (BS) in Engineering, Graduated in 03/2014

Azad University, Kharg Island, IR

## CERTIFICATES

HTML, CSS, Javascript, SQL, SEO Fundamental (CodeAcademy)

Front-end Development Bootcamp (CodingFront)

User Experience Design Certificate (Google/Coursera)

XR Game Development in Unity & Advanced Prototyping (UX E-learning School)

## FREELANCE PAID PROJECTS

**Ebra Studio** | [Case Study](#) | 05/2021 - 08/2021

Collaborated on the Ebra Studio ecommerce project, from landing pages to purchasing process, resulting in user-friendly Figma prototypes that showcased innovative Interactive design, leading to a 15% increase in user engagement during user testing

**AccessInfinity** | 01/2024 -

Designing a cutting-edge Chrome plugin with enhanced usability and compliance with WCAG 2.1 AA standards, accompanied by comprehensive user documentation and a usability report, provided developers with an accessibility audit toolkit, training materials, and a robust support and maintenance plan, aiming to foster a more inclusive digital landscape.