

MARYAM GHAFOORI

Miami, FL | mari.gh.design@gmail.com | 405-385-2256 | www.linkedin.com/in/maryam-ghafoori

UI/UX Designer | Portfolio: <https://www.maryamghafoori.com>

Creative and dedicated UX/UI Designer with a scientific background and a passion for problem-solving, technology, and user-centered design. Known for innovative approach and extensive experience in research, managing projects, and mentoring, which shape my expertise in creating intuitive and engaging digital experiences.

Work Experience

Dr. Horticulture | 2024 | Remote (Miami, FL)

UI/UX Designer (Contract)

- Boosted user satisfaction by 80% for an iOS plant app through innovative design techniques.
- Led the design process from user research to wireframes, visual mockups, and interactive prototypes, integrating market and user insights.
- Project secured Bay Area NSF Innovation Corps selection at UC Berkeley and received national NSF iCorps funding, highlighting the design's innovative approach.

TwinsMusic Enterprises | 2023 | Remote (Miami, FL)

UX Designer (Contract)

- Collaborated with a team of designers to redesign an iOS music app, increasing user satisfaction by 70% and task success rates by 50% by resolving key design issues.
- Developed an effective design process based on analyzing market data, customer feedback, and usability testing while closely collaborating with clients.

Design Projects

Mari & Mia Gift Box Design | 2023

UI/UX Designer

- Designed an Ecommerce website for customizable gift boxes, conducting user research to identify pain points and develop a strategic product design approach including journey maps, personas, and user flows.
- Successfully validated design with user testing, where participants completed tasks within three minutes on average.

Tiny Tales | 2023

UI/UX Designer

- Developed a tablet app to streamline access to children's stories, significantly improving usability; reduced search time for parents by 67%, from 15 to 5 minutes.
- Executed a comprehensive design sprint involving competitive analysis, storyboarding, and high-fidelity wireframing.

Green Theory | 2022

UI/UX Designer

- Led and collaborated with a team of ten designers to create a web app facilitating user workouts through an online platform.
- Implemented a design system and crafted a symbol library, resulting in a remarkable 70% improvement in work efficiency for our team.
- Effectively resolved 80% of design issues present in prior versions of the web app.

Education and Certifications

Springboard | Career Track Certification in UI/UX Design (Product Design)

University Putra Malaysia | Master of Environmental Science

Skills

Design: User Research and Usability Testing • Wireframing and Prototyping • User Flows and User Journey Mapping • Mockups • Visual Design • Information Architecture • Interaction Design • Responsive Design • Collaboration and communication • Prioritization and Time Management • Design Thinking • Mobile App Design • Web Design • Typography • Color Theory • Problem Solving Skills • Attention to Detail • Agile Methodology • Accessibility • Empathy • Adaptability

Tools: Figma, Adobe XD, Miro, Photoshop