Shilan Golkar

User Experience Designer

Location: Greater Toronto Area, Canada
Portfolio: shilandesign.com
Email: shilan.golkar@gmail.com
Linkedin.com/in/shilan-golkar

Summary

- Empathy-driven User Experience Designer with 3+ years of experience in creating interfaces that solve user problems and align with business goals
- Proficient in design tools (Figma, Sketch, Adobe XD), prototyping, and UX/UI skills including user flow, journey mapping, and information architecture
- Proven track record of improving key metrics, such as decreasing bounce rates and increasing user engagement through data-informed design approaches

Work Experience

Freelance UX/UI Designer, Toronto 03/2024 - Present

PodConverge 05/2024 - 08/2024
- Contributed to the UX design of a print-on-demand integration platform website, focusing on building trust and driving user sign-ups.
- Collaborated with the founder and senior designer to create user-friendly copy and visual content that simplified the product's concept and value propositions.
- Designed 4 key web pages to optimize the user journey and enhance engagement, achieving 25% of the target user sign-ups within the first two months of launch.

User Experience Designer, SchoolFinder Group, Toronto 11/2022 - 12/2023

- Led design initiatives with an iterative, data-driven approach, using usability tests, user behaviour metrics, and team feedback to boost user satisfaction and conversion rates.
- Created high- and low-fidelity mockups using storytelling and compelling visuals to present concepts to stakeholders, achieving buy-in and optimizing site performance, resulting in a 19% decrease in bounce rate and a 25% increase in time spent on page.
- Conducted user interviews, developed user personas, and integrated research insights to align sales, marketing, and content strategies, enhancing community engagement.
- Contributed to the design system expansion and designed user flows, layouts, and features in alignment with the company's branding and style guidelines.

UX/UI Designer, CBT Center, Remote 01/2022 - 08/2022

- Redesigned the website, focusing on improving service discoverability and user experience with enhanced page layouts and navigation
- Aligned design initiatives with business requirements to enhance the institute's competitive edge with online appointment booking and course registration systems.
- Strategized content organization and communicated the information architecture to the team for maximized content engagement.
- Designed and prototyped 40+ screens for mobile and desktop webpages using Figma, along with comprehensive style guides to deliver a polished, minimalistic, and user-friendly interface.

UX/UI Designer, Persica, Remote 08/2021 - 01/2022

- Conducted competitive analysis, heuristic evaluation, and usability testing, collaborating closely with the marketing team to craft a compelling and polished online presence.
- Sketched early ideas and translated the functional solutions into user flows, high-fidelity wireframes, and interactive prototypes to communicate the efficacy of the new layout and design to the directors.
- Achieved a 50% increase in task completion rate by enhancing usability and hierarchy of the information and site content to create an intuitive experience.

Education

UX Design, Certificate (UXLand Boot camp)
Psychology, MSc. (University of Tehran)
Psychology, BSc. (Alzahra University)

Other Experiences

Educational Counselor, Barin Foundation, 2017 - 2018
Research Assistant, University of Tehran, 2014 - 2016

Research Skills

Figma - Miro - AdobeXD - Google analytics - Hotjar - Jira - Sketch - Elementor

Design Deliverables

Wireframing - Interactive prototyping - Mockups - User flow - User journey map - Site mapping - Persona - Scenario

Research Methods

Competitor analysis - Heuristic evaluation - Usability testing - User interview - A/B testing - Data Analytics