

Ala Davoudi

Ux/UI Designer



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I design easy-to-use digital products (mobile and desktop) that make life easier for its users.

I research about the users, and their behaviors, then analyze the researches and make the data of them visualize by creating personas, empathy map and customer journey maps.

I create the wireframes then validate the design by usability testing, A/B testing, surveys and focus group; I use analytical tools like heat maps, navigation time, and recording session for understanding how a user interacts, I always learn from tests and feedbacks,

I try to find a balance between users and business needs to make products user-friendly and enjoyable.

Teamwork is so important for me; I collaborate with product managers, visual designers, and the technical team to make the best product.

Skills

Skills :

User Research	Create User Journeys	User Stories
User Flows	Empathy Mapping	Design Thinking
Persona	Storyboarding	Interactive Prototypes
Wireframing	Usability Testing	A/B Testing
Interaction Design	Information Architecture	User Interface Design
Familiar with HTML/CSS		

Analyze Skills:

Analyze Heatmaps	Session Records	Google Analytics
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Prototyping Tools Skills:

Sketch	Adobe XD	InVision
Marvel App	Zeplin	Axure
Balsamiq		

Agile Methodologies:

Scrum	Kanban
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Experience

Product Designer / Vimcar GmbH

Oct 2019 - Present, Berlin, Germany

Vimcar is redefining business mobility by seamlessly integrating commercial vehicles into digital ecosystems. An innovative combination of live car data and a set of cloud-based applications offer real-time insight into vehicle activity to reduce operational cost for fleets.

- Create the prototypes and flow for the new features like Cost-center, Export, setting, and ... in Logbook, Fleet and the IOS and Android applications.

UI/UX Designer / Ariana Labs

June 2018 - February 2019, Tehran, Iran

Ariana is a software developing agency with innovative ideas and gives consult and enterprise service to other companies; one of our biggest partners is MTN Group.

- Develop UX strategy and design process
- Create new features and functionality based on user stories and behavior.
- Create user journey maps and personas
- Develop storyboards, wireframes, and page flow diagrams
- Validating ideas through prototyping and usability test
- Work and communicate with the product owners, business, and technical team

User Experience Designer / Digikala

July 2016 - May 2018, Tehran, Iran

Digikala is the biggest E-commerce company in Iran, consisting of Digikala.com, Digistyle.com, and Fidibo.com. Digikala is ranked as a global rank 201th most visited the website by Alexa.

I cooperate with the product team especially with product managers and product owners.

I have experience in UX of Digikala(Digikala.com /Desktop - Mobile Web/ Mobile Applications) and Seller Central (Experience for Sellers) platform.

- Study and investigate user behaviors
- Performs analysis to determine the best architectural and design solutions
- Develops, maintains and optimizes wireframes for optimal user experience
- Create a persona, behavior archetypes, empathy maps, and user flows
- Run usability tests and focus group
- Run A/B test and use the result of them for CRO
- Interacts and collaborates with the product manager, product team and technical team in an agile team

Junior Ui/Ux Designer / 2nate

November 2014- June 2016, Tehran, Iran

2nate.com is a donation platform where everybody can easily create a campaign and start raising funds for its cause. 2nate.com will raise money for causes people to care about.

- Design user experiences and user interface of the platform
- Define scenarios
- Create Personas
- Collaborate with other team members and stakeholders

Education

Tabriz Art University / Bachelor of Multimedia

September 2010 - September 2014, Tabriz, Iran

Activities: HCI, AR & VR

Awards & Mentorship

- Speaker at World Usability Day 2017 @ SBU: User Research and UX Design for Improved Quality of Life. Subject: "Universal Design: Creating technology and

Courses & Certificate

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- UX design for your digital products
Factory Berlin, April 2019, Berlin
 - Design thinking workshops
Avatech Accelerator, Winter 2018, Tehran
 - How to become a product manager?
Avatech Accelerator, Winter 2018, Tehran
 - How can we optimize the conversion rate?
Digikala, Summer 2017, Tehran
 - Scrum and agile methods
Laitec, Sharif University of technology, Autumn 2016, Tehran
 - UX design course
Majid Online, Autumn 2015, Tehran
 - Web design, Frontend Skill
Laitec, Sharif University of technology, Autumn 2013, Tehran

Interests

Photography
Cooking
Traveling
Tennis