

## Personal details

### Name

Hourieh Naghdi

### Address

Birmingham, United Kingdom

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### LinkedIn

<https://www.linkedin.com/in/h-naghdi/>

### Website

<https://hnaghdi.co.uk/>

## Skills

Inclusive Design

User Research

Usability Testing

Statistical Experiment Design and

Analysis

Typography

Product Design (low-fi and high-fi)

Wireframing

Prototyping

Figma

Adobe XD

Collaboration

Teamwork

Communication

# Hourieh Naghdi

Enthusiastic and fast-learning UI/UX Designer with a strong foundation in design principles and a passion for user experience. Eager to contribute to a dynamic team environment and gain experience in all aspects of the design process. Adept at user research, wireframing, prototyping, and possesses a keen eye for visual design. Proven ability to translate complex information into clear and engaging user interfaces.

## Work experience

### UI/UX Designer

Feb 2022 - Present

*Raspina Pardaz, Remote*

- Ideations from sketches to prototypes and usability tests to provide solutions within the team
- Conducted user interviews and stakeholder brainstorming sessions to identify potential features and user flows.
- Created both high-fidelity and low-fidelity prototypes working with the team.
- Developed the design concepts through interaction with stakeholders and clients, growing the product's user base to over 250.
- Designed a user-centered product by conducting usability tests and user interviews for key products.
- Quality control of the user experience during development.
- Improved the user performance by %24 in the beta version by validating test results and iterating.

### LSA - Functional Skills (Math & English)

Apr 2023 - Present

*Queen Alexandra College, Birmingham, United Kingdom - On-site*

- Assist in the preparation and organization of educational materials and resources for Functional Skills (English) lessons by %70.
- Aid students in understanding and completing assignments, particularly in the area of Functional Skills (English).
- Improve students' skills in utilizing technology for learning purposes, including online resources and software by %40.

### Digital Marketing Manager

May 2019 - Dec 2021

*Saba Samaneh, Iran - Hybrid*

- Conceptualizing and executing multi-channel campaigns, including SEO/SEM, social media, email marketing, and content marketing.
- Collaborating with creative teams to ensure consistent messaging and brand alignment.

### Digital Marketing Specialist

Jan 2017 - Apr 2019

*Saba Samaneh, Iran - On-site*

- Executing and managing specific digital marketing channels (e.g., social media, email, PPC).
- Conducting research and analysis to support digital marketing strategies.
- Monitoring and reporting on key performance indicators (KPIs).

## Education

### Master of Business Administration (MBA)

Jan 2022 - Feb 2023

*Ulster University, Birmingham, United Kingdom*

### Google UX Design Certificate

Mar 2022 - Dec 2022

*Google, Online*

## Honor & Award

Achieved The SERGIO OBANDO AWARD OF ATTAINMENT 2024.

(This award is given to individuals who have consistently demonstrated a strong level of performance, strong level of professionalism, and overall achievement throughout their studies.)