

Hadiseh Gooran

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EXPERIENCE

User Experience Designer

Neuro Leap, 03/2020 - Current

- Introduced a full UX process, including customer interviews, usability testing, heuristic reviews, prototyping, and wireframe that resulted in improved product strategy and implementation.
- Designed the brand identity and design system.
- Worked through ambiguity to deliver user-focused solutions
- Collaborated with the developers and the product manager to deliver the best result based on users' needs and expectations.

UX Design Intern

Neuro Leap, 06/2018– 09/2018

- Developed user flows, storyboards, paper, and digital wireframes.
- Created interactive prototype to improve product's efficiency and effectiveness.

University Lecturer, Game Design Production

University of California, Santa Cruz 03/2021- 06/2021

- Taught the concrete skills associated with making a digital game, from start to finish. Activities include establishing a team, conception, storyboard, prototyping, producing, and testing a game for release.

Graduate Teaching Assistant

University of California, Santa Cruz 09/2018- 02/2020

- I was a TA in different subjects like: Visual Communication and Interaction Design, Video Game Design, 3D Game Art Production, Game Design Experience, 3D Rigging and Animation.

SKILLS / DISCIPLINES –METHODS - SOFTWARE

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|----------------------------|--------------------------|-------------------------|
| • Interaction Design | • User research | • Visual design |
| • User Interface Design | • Product design | • Motion graphics |
| • Information architecture | • High fidelity design | • Web/mobile Design |
| • Content strategy | • Developing survey | • Usability testing |
| • Photoshop / Illustrator | • Rapid prototyping | • Storyboard |
| • Affinity mapping | • Persona creation | • User interview |
| • Site map | • High fidelity design | • Responsive design |
| • Critical thinking | • Mockups | • Interactive prototype |
| • User journey map | • InVision | • After Effects |
| • User flow | • Sketch/Figma/ XD/ Miro | • InDesign |

EDUCATION

M.Sc. Computational Media (HCI) GPA: 4

University of California, Santa Cruz, Santa Cruz 09/2018-02/2020

B.Sc. Computer Science (Minor: UI/UX)

Mazandaran University, Mazandaran 09/2011-06/2015