

# Hadiseh Gooran

UX Designer, San Francisco Bay Area

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UX designer with an academic background in computational media and HCI and experience in the education and design industry in startup and in-house settings.

## WORK EXPERIENCE

### UX Designer NeuroLeap Corp.

2020 — Present

Created static design assets such as icons, infographics, character designs, etc. • Communicated closely with stakeholders to ensure their needs are met. • Responsible for the end-to-end design process from ideation and drafting to delivering the pixel-perfect assets. • Collaborated with the developers and the product manager to deliver the best result based on users' needs and expectations.

### UX Design Lecturer University of California, Santa Cruz

Mar 2021 — Present

Taught HCI202 to grads and CM131 to undergrads, also taught game design courses like ARTG120 and ARTG 80i. • Created lesson plans about the history, theory and contemporary practices of user experience design • Instructed the basics of Figma for best prototyping practices. • Instructed different design methodologies and design process from ideation to digital prototype.

### Software Engineer (UI/UX) Intern, NeuroLeap Corp.

Aug 2018 – Sep 2018

- Designed UI and paper prototyping for NeuroLeap apps
- Created animation for interactive media for children with dyslexia
- Programmed interactive media in C#.

### Research Assistant, University of California, Santa Cruz

Oct 2019 – Jan 2020

- Have done research in design (user research/brainstorm and ideation) • Prototype using Adobe XD and Photoshop. • Designed and developed the mini game in XCode by Swift

## VOLUNTEER WORK

### Executive Manager of Social IMedia and Web Designer

Golestan Foundation

May 2022 — Present

## EDUCATIONAL BACKGROUND

### Master's Degree in Computational Media with concentration on user experience.

University of California, Santa Cruz,  
2020

### Bachelor's Degree in Computer Engineering

University of Mazandaran, IR  
2015

## SKILLS

UX / User Research  
UX / Product Design  
Web & Mobile Design  
Interaction Design  
UI Design  
Visual Design  
Motion Graphics  
Illustration  
Photography & Videography

## DELIVERABLES

Competitive Analysis Report  
Design System  
High Fidelity Design  
Interactive Prototype  
Mood board  
Paper Prototype  
Responsive Design  
Scenario & Persona  
Site Map  
Storyboard  
UX Research Reports  
UX Wireframe  
User Flow / Task Flow  
User Journey Map  
Visual Guideline  
Visual Style Guide