

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

- 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.
- Created static design assets such as icons, infographics, character designs, etc.

UX Design Lecturer University of California, Santa Cruz

Mar 2021 — Present

- Taught HCI202 (Advanced intro to build) to grads and CM131 (UX design foundations) and CPM 177 (Creative strategies for designing interactive media) to undergrads, also taught some game design subjects (ARTG 120 and ARTG 80i) • Created lesson plans about the history, theory, methodology, and contemporary practices of user experience design • Instructed different design methodologies and design process from ideation to digital prototype.
- Instructed the basics of Figma for best prototyping practices.

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

Aug 2018 – Sep 2018

- Designed UI and was responsible about the prototyping for NeuroLeap apps • Created several animations for interactive media for children with dyslexia • Programmed interactive media using 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 a mini game in XCode by Swift

VOLUNTEER WORK

Executive Manager of Social Media 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