



Marjan Momenan
UI & UX Designer

RSM, California
(949) 309 0723
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Marjstudio.com

SKILLS:

Desktop, iOS and Android design
Lean and waterfall UX
User and competitive research
User scenarios
Story boarding, Flow charts, Site maps,
Wireframing
Low and high-fidelity prototyping
Usability testing
Interactions library, UI library
Branding

TOOLS:

Sketch, InVision, Axure,
Abstract, Omnigraffle..
Adobe Photoshop, Illustrator, InDesign
Animation, Motion graphics,
Adobe after effects
HTML, CSS
Understanding of Java Scrip
Jira, Trello

PROFILE

Passionate designer with experience in UI/UX and interaction design who embraces the creative challenge to combine research, design, technology and strategy. Adaptable, flexible and a team player. Driven by my empathy for users and enthusiasm for my organization's success.

EXPERIENCE

Cirruspath UI/UX Designer, Irvine, CA, 2015 - 2019

Software company. 500 fastest growing in 2017

Created UI/UX for Cirrus Insight, a productivity and CRM app and integration of Salesforce with different inboxes. Responsible for the ongoing design evolution of Cirrus Insight, expansions and new features, on desktop, android and iOS devices.

- Conducted user research via surveys and interviews to understand user needs. Researched market and competitors to design successful products.
- Developed user experience for the application including competitor research, site maps, information architecture, flow charts, wireframes, and interactions.
- Created clickable prototypes and conducted usability test with in-house sales representatives. Utilized data to improve design.
- Conceived scalable layouts with beautiful visuals for the multi-platform app.
- Collaborated closely with product management and development teams in an iterative agile system.

Main Projects:

Designed Cirrus Insight for Outlook, leading to a 20% increase in app usage in one year. Devised new features including Email Tracking Analytics, Email Campaign, Presentation Tracking, Workflow Automation, Book Meeting Calendar, On-Boarding.
Flight Plan: a sophisticated drip campaign system which allowed our company to expand our reach to third tear customers for greater profitability.

Envertex UI/UX Designer, Irvine, CA, 2013 - 2015

Digital marketing company catering real estate and mortgage clients.

Designed responsive websites, landing pages, web pages and email blasts.

- Communicated regularly with clients to understand their needs, style, and gather feedback on designs.
- Produced site maps, flow charts, wireframes to better communicate the websites with clients and developers.
- Created engaging interfaces, imagery and icons for websites and marketing use.
- Collaborated with the development team to implement the designs using Bootstrap, Wordpress and HTML.
- Created social networking ads and ensured their effectiveness via analytics.
- Worked on the UX and UI design of Envertex Realty mobile application, offering solutions to bridge the gap between mortgage brokers and realtors.



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EDUCATION:

Master of Fine Arts, 2013
Web Design and New Media
Academy of Art University
San Francisco

Master of Arts, 2001
Art Research
Honar University, Tehran, Iran

Bachelor of Arts, 1998
Graphic Design
Alzahra University, Tehran, Iran

HONORS:

AAU 2014 Spring Show
Project exhibited:
Gallery Scene Thesis Project

AAU 2012 Spring Show
Project exhibited:
Nowruz Motion Graphic

MarjStudio Director and Designer, Oakland, Laguna Niguel, CA, 2011 - 2014

Personal consulting firm.

Created concepts and designs based on clients' needs and visions for a variety of projects, Including:

GoChain 2014: Created visual designs for GoChain iPhone application, an event calendar for working women and moms.

Kluge interactive 2014: Lead user experience of a website redesign project for a medical facility. Created wireframes, user flows and interactions for the responsive website. Communicated with the client regularly to discuss design and gather feedback. Collaborated with project manager, content strategist, visual designer and developers in order to implement a seamless project.

Patexia 2014: Redesigned the main pages of the IP crowd sourcing website to accommodate new company business goals. Created an expandable design without changing the structure of the website as a whole. Conducted competitor and market research. Collaborated with development team to implement the project.

Digital Spectrum Solutions UI and Graphic Designer, Irvine, CA, 2009 - 2011

Digital picture tech company.

- Created user interface design for digital picture frames and digital signage products.
- Collaborated with the production team on user experience and information architecture of the products.
- Designed and maintained website and landing pages.
- Branded new products while maintaining the integrity of the main brand.
- Created and revised packaging, ads and collateral.

Friedmutter Group Graphic Designer, Newport Beach, CA, 2006 - 2008

Award-winning architecture and design firm

Creatively designed a wide range of presentation books, large format boards, animations and marketing collateral.

DiskFaktory Graphic Designer, QC, Irvine, CA, 2005 - 2006

Award-winning music duplication company; 500 fastest growing in 2006
Designed music CD covers, T-shirts, posters and advertising materials.