

# YAVARI, ALIREZA

## UX / UI / E-Commerce

[www.alirezayavari.com](http://www.alirezayavari.com) / Phone: 646.657.9728 / [me@alireza-yavari.com](mailto:me@alireza-yavari.com)

Extensively experienced IxD and UX / UI director known for **leadership, flexibility, creativity** and **sensitivity for design**, with understanding of how design can be used to solve problems and how design requirements are integrated with a company's business model, marketing strategies and financial goals, Alireza is capable of managing web and creative projects within schedule and resource constraints.

Comfortable with **multi-task design responsibilities** in parallel projects and experienced in **UCD (User-Centered Design)**, he can lead a team or act as a **committed strategic team player** in a friendly and professional environment.

With great enthusiasm for art, design and technology, Alireza is **recommended by Google** as **top people to follow** in technology space. He is well-cable of creating online brands or generating buzz around a product or a service by utilizing his **1 million+ followers**.

### UX and Web Design Skills:

- **UI, UX & IxD:** Experienced in Information Architecture, wire-framing and translating the IA to esthetic and usable interface, aiming for an ultimate user experience.
- **Usability and UX Testing:** Designing and conducting comprehensive usability test on complex and data-driven websites using various tools and technics such as Analytics, Mouse Tracking Software, User Interviews and Focus Group Studies.
- **Web Development:** Knowledgeable in front-end development (HTML & CSS) and some experience in Flash, Java Scripting, PHP and Databases
- **Mobile Design:** Familiar with standards and requirements for designing applications or mobile compatible websites for Android, iOS & Windows Mobile.

### E-commerce Skills:

- **Creating Sophisticated Online Stores:** Planning, Resource allocation, IA, UX and UI design, implementation of mock ups to e-commerce platforms such as Magento.
- **E-Commerce Strategic Consulting:** Ability to sketch business plan and to offer solutions

to solve problem and to optimize e-commerce website, either startups or companies looking to expand their online presence.

- **In-Depth Analytics:** Enthusiastic about using statistic and analytic tools to track and optimize the websites functionality and taking scientific approach to solve design/usability problems
- **Online Marketing:** Solid experience in designing internet marketing campaigns, including SEO, SEM, email marketing, affiliate marketing and social media.
- **Social Marketing (with more than 1 million followers):** Using social networking tools (Google+, Twitter & Facebook) to generate a buzz around a new product or store and to consistently keep the potential customers engaged. And expanding the reach of online business by leveraging social media.

## Visual Design Skills:

- **Adobe Products:** Proficiency in using the latest Adobe Creative suite tools
- **Print and Color Management:** Special skills in color calibration, converting color systems, multi-channel designs and color matching.
- **Animation & Presentations:** Some experience in designing and developing dynamic presentations or animations using Flash, After Effect, PowerPoint or Keynote.

## Soft Skills:

- **Systematic thinking:** Able to deal with complicated problems from different perspectives and from different levels of abstraction
- **Ability to analyze and understand complex work-flows and processes,** and to develop innovative approaches to streamlining them

## Work Experience:

- (2011-Now) **+Interactive, Co-founder / Director of UX/UI.** Helping companies to start and expand their online business by designing and implementing customized e-commerce solutions. (New York)
- (2012) **SENTIENT, Co-founder / Digital Strategist.** Upscale furniture design and fabrication company with a workshop in Brooklyn and Studio/Gallery in New York. (New York)
- (2011) **RecommendedUsers.com, Founder.** curated list of unofficial Google+ users.
- (2010-2011) **Blue Fountain Media Inc. Senior UX/UI Designer / IA.** Worked with various teams in the agency to design wire-frames and to come up with usable UGI for various companies from start ups to Fortune 500 corporations. (New York)
- (2007-2010) **Gogotech E-commerce Solutions, Creative Director.** Responsible for

designing new websites, transforming the old websites, implementing new business ideas and designing email campaigns (New York)

- (2007-2008) **Silver Carrot, Digital Media Designer.** (New York)
- (2007) **JB+C Design Consultants, Senior Designer.** (New York)
- (2004-2007) **DGH, Art Director.** (Tehran)
- (1999-2004) **Freelance Web/Graphic Designer**

## Accomplishments:

- Co-founder of [+Interactive](#) E-commerce Solution.
- More than 300 web and graphic project through more than 12 years of web & graphic design career
- Recommended by Google as [top people to follow](#) in technology space with more than 1 million followers across social networks.
- Founder of Unofficial [Google+ Recommended Users](#) with more than 1 Million page views in 2nd month after the launch
- Designing / Re-Designing more than 40 major online stores, resulting in significant improve in traffic, conversion and profit of the websites.
- Official membership in IGDS; a member of ICOGRADA (International Council of graphic design associations)

## Education:

- 2001 Certificate in Web Design & Java Script from Cavendish College, London
- 1999 BA degree in United States in Graphic Design from Soureh Art School, Tehran/IRAN

Portfolio: [www.AlirezaYavari.com](http://www.AlirezaYavari.com)

Email: [me@alireza-yavari.com](mailto:me@alireza-yavari.com)

Phone: 646.957.9728

Reference is available upon request.