

# FARNAZ MANSOURI - UX/UI Designer

Phoenix, Az | +1 (650) 942 5850 | [Farnaaz.mansouri@gmail.com](mailto:Farnaaz.mansouri@gmail.com) | [LinkedIn](#) | [Portfolio](#)

## SUMMARY

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Creative UX/UI Designer with 8+ years in graphic design and 3+ years in UX/UI, blending design thinking, digital arts, and photography. Proficient in Adobe Creative Suite and Figma, I deliver visually impactful, user-focused designs that align with client goals. Passionate about innovation, I thrive in collaborative environments and consistently stay updated on design trends to enhance user experiences.

## PROFESSIONAL EXPERIENCE

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### **Automatit, part of ASSA ABLOY Global Solutions**

UX/UI Designer, Web Graphic Designer

04/2023-present

- Design and develop websites and applications, building high-fidelity clickable prototypes using Figma, Illustrator, and Photoshop, ensuring brand consistency.
- Conduct user research and usability testing using tools like Figma and Google Forms to inform design decisions.
- Develop cohesive brand identities with logos, stationery, and digital assets, ensuring consistency across all platforms.
- Collaborate with clients to translate their vision into market-relevant designs, using user-centered design principles to deliver intuitive and engaging experiences.

### **Thinkful · Full-time**

UX/UI Design Student

05/2022-11/2022

- Conducted user surveys and interviews, leveraging data to create personas, empathy maps, and user flows.
- Utilized the double-diamond process and design sprint methodologies to improve design outcomes.
- Develop case studies to showcase findings and design rationale to clients and stakeholders.

### **Freelance Artist**

*Painter & Illustrator*

05/2017-present

- Participat in multiple Solo @Siseo Gallery and group exhibitions, including Vision Gallery, Greater Phoenix, Fondre Gallery, and Portland on the Park, Phoenix, AZ.
- Collaborat with the City of Phoenix and Valley Metro to design and create murals and public art installations, enhancing community spaces and promoting local culture.
- Showcased work in international exhibitions, such as the Bologna Children's Book Fair and Singapore Art Exhibition.
- Selected artist at Malek Museum and Iranian Society of Illustrators.

## **Ordibehesht Marketing and Design Agency, Tehran, Iran**

*Senior Graphic Designer & Illustrator*

08/2011 - 05/2017

- Develop branding and design projects for clients, including children's clubs and animation studios.
- Directed animation teams and illustrated storyboards, backgrounds, and character designs for a kids' TV show.
- Create content strategies and social media designs.

## **SAMSUNG Mobile, Tehran, Iran**

*Graphic Designer*

08/2010 - 08/2011

- Designed promotional materials, including posters, catalogs, and branding assets.
- Adapted Korean design concepts for the Persian market, ensuring cultural relevance and appeal.

## **EDUCATION**

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### **Certificate in UX/UI Design**

Arizona State University, Phoenix, AZ

04/2022 - 10/2022

### **MA in Illustration**

Art & Architecture University, Tehran, Iran

09/2010 - 09/2013

### **BA in Graphic Design**

Art University of Tehran, Tehran, Iran

01/2003 - 09/2007

## **SKILLS**

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- **Tools:** Figma, Adobe XD, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Google Suite, Corel Draw, Procreate, Creatopy, Webflow, Microsoft Office.
- **Research & Design:** Competitive analysis, heuristic evaluation, user journey and empathy mapping, user interviews, user testing, wireframing, rapid prototyping, and brand development
- **Additional Skills:** Illustration, typography, logo design, Branding
- **Languages:** English (Fluent), Farsi (Fluent)

## **REFERENCES**

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- **Heather Wilford**, Project Manager, ASSA ABLOY  
Phone: +1 (520) 982-6049, Email: hwilford@automatit.net
- **Nicole Luna**, Art Lead, ASSA ABLOY  
Phone: +1 (520) 658-7461, Email: toosluna@gmail.com