

# Maryam Farihi Zadeh

Product Designer

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## Career Profile

- **Master of Design**, Product design specialist from the University of New South Wales (ranked 19th in the world)
- Experience in **Graphic Design**.
- working part-time as a **UX Designer**

## Education

Master of Design from University of New South Wales Sydney	Sep 2022 to Sep 2024
Master of Art Research from Tabriz University	Sep 2015 to Jan 2018
Bachelor of Computer Software Engineering from Tabriz Azad University	Sep 2004 to Sep 2009

## Relevant Experience

UX Designer in Corex MMA	Nov 2022 to Current
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### key responsibilities:

- **User Research:** Conducting user research to understand the needs, behaviors, and pain points of the target audience.
- **Wireframing and Prototyping:** Creating wireframes and prototypes to visualize the structure and functionality
- **Information Architecture:** Organizing and structuring information in a way that is easy to navigate

## Relevant Projects

<b>UNSW Design studio project:</b> I designed a waste food donation service that included a waste food donation app and community fridges. I used Figma to design the low and high-fidelity prototypes and a gamification strategy in this project and focused on the cultural context while developing the app.	May to Aug 2024
<ul style="list-style-type: none"><li>• I conducted an individual project that involved a conceptual framework, theoretical research, target users, prototype, user test, analysis of the precedents, and service blueprint</li></ul>	
<b>UNSW Entrepreneurship and creativity:</b> I designed a reminder app for a startup business with a focus on accountability partners	May to Aug 2024
<ul style="list-style-type: none"><li>• I have designed and evaluated: business models and revenue streams, branding strategies, and precedent examples of business ventures to support my decision-making processes</li><li>• I have designed the reminder app by using Figma</li></ul>	

**UNSW UX Research foundations:** I conducted a 2000-word research about the attendance of neurodiversity children in the children's area of the Public Libraries in Sydney

*Sep to Nov 2023*

- The research started with field observation and documentation by sketching and photographing. Then I analyzed the data and came up with a hypothesis.
- Also, I conducted semi-structured interviews designed a cultural probe, and analyzed the precedent and peer-reviewed articles.

## **PROFESSIONAL SKILLS**

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- Figma
- Canva
- Miro
- Adobe Express
- Introductory level in Adobe After Effects
- IELTS 7, PTE 73

## **REFEREES**

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Contact details available upon request