



Emad Moradian

UX / Web / Product Design

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Hi, I am a

Senior UX designer, I have been one before I know there is a term for it.

I started with Macromedia Flash MX and Photoshop 6, back when Geocities was around and never stopped learning.

I can,

- Design wireframes, user flows, low fidelity & responsive high fidelity UI.
- High-end animated UI elements with the size of a text document.
- Track user's behavior, analyze analytics data, report and make changes in favor of UX and SEO.
- Use mental models to create UX that makes sense for human-machine interaction.
- Write tasks, Observe and moderate usability testing sessions.
- Use different types of media to turn ideas into products.
- Keep things Simple, Consistent and Unique.
- Manage the team to come up with new ideas.
- Use persuasive techniques such as Self-image, Aspiration, Cognitive-dissonance, Illusive Superiority and most importantly Preventing Buyers Remorse when needed.

I have been

working in the agile environment of an American company called ZellaTech for the past 5 years.

I represented the identity of all their clients, some of which were federal owned businesses.

During this time period I trained 3 junior designers so that they can support my projects once done.

In the past decade, I have worked with different teams all over the world and also as a one-man band on numerous projects. I never stopped learning through books and blogs on the subject of UX.

Professional References

from my recent employers and my short portfolio are to be found here: <https://emad.work/cv>

I believe in

The real value, not just words. I always find customer's pain and do my research on ways to solve it.

My job starts from the brainstorming stage, goes to the delivery day and continues to the post-production phase with managing usability sessions, researching UX and gathering data and analysis.

With my vast set of skills, and years of experience, I usually find something to be improved on my own.

Looking for more efficient ways to do things, making a better user experience, fine-tuning SEO, finding new focused keywords and trying to convert visitors to customers are some of the other ways through which I bring even more value to your company.

I have

A bachelor degree in Graphic Design and a good skill set in :

- Adobe Creative Suite
- Bootstrap
- Invision Studio.
- Animations
- 3D modeling
- Video production
- Web Design
- React-JS
- Wire-framing
- HTML5 - CSS3 (SASS - LESS)
- 2D graphics
- Promotion Videos & Explainers
- Typography
- Advertisement Campaigns
- SEO
- Almost every CMS, specially WordPress

I use all these skills to come up with the most innovative UX possible.

I am familiar with coding, as a designer, it makes it even easier for me to :

- Interact with the programmers
- Understand their limitations
- Avoid costly revisions

I have an Open Work Permit. I can start working with 10 days' notice.

For interviewing, I'm available between 10:00 to 16:00.

Thank you for taking the time to review my resume. You can trust me with representing your company and your customers in virtual space from a startup level to a multi-branch corporation.

Warm regards,
Emad