



PRODUCT DESIGNER (UX, UI, WEB)

CONTACT DETAILS

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Socials
in Bē

SOFT SKILLS

- Communication Teamwork Leadership Creativity Empathy Analysis Self-starter Driven Attention to details Problem-solver

PROFESSIONAL EXPOSURE

Work methodologies
Agile, Sprint, Lean UX

UX - Research and design
Quantitative and qualitative research, Usability testing and interviews, A/B testing, Click testing, Heat Map, IA, Affinity Map, Card sorting, Competitor analysis, Persona and User journey, Flowcharts, Sitemaps, Prototyping

Wireframe and Prototyping tools
Pen & paper, Balsamiq, Axure, Sketch, InVision, AdobeXD, Figma

GUI, Visuals and branding tools
Adobe Photoshop, Illustator, InDesign

Front-end development
HTML 5, CSS3/SCSS, Javascript/jQuery

SPOKEN LANGUAGES

English
Italian (native)
Spanish
Farsi

HUJIR SHOHADAI

I am a dedicated designer with a true passion for crafting creative solutions for start-ups and established businesses. I've designed websites, software applications and corporate branding since 2012. From initial user-centred solutions to pixel perfect live builds, I research, plan and prototype effective user journeys, intuitive UI and scalable cross-platform user experiences. I focus on efficient usability, accessibility and meaningful emotional impact - in my opinion, the main ingredients of a good design.

WORK EXPERIENCE

- SYNTHETIX ● Lead Product Designer
2017-PRESENT UK
I am currently leading the design work for numerous B2B and B2C projects for high-profile clients within a cross-functional team of designers and developers. As well as forging the current company brand identity, my work at Synthetix focuses mostly on researching, designing and prototyping new and improved UX solutions for the in-house built AI-driven Multi-channel Communication Platform for contact centre agencies, and for client facing CX products such as Intelligent BOTs, Live Chats and Web Self-Service FAQs tools.
- 2014-2017 ● Senior UX / UI Designer
Redesigned the company Multi-channel Communication Platform for contact centre agencies. A Knowledge based system with AI-driven predictive suggestions to allow agents to handle multiple chats/communications simultaneously. We have designed the software with both customers and agents in mind. The platform offers also escalation and collaboration solutions, as well as dedicated analytics.
- 2013-2014 ● Web User Interface Designer
Designed digital CX products for a wide range of high-profile clients, well known brands such as Boots, KCOM, Virgin Holidays, Toyota, Lexus, Esure, National Express and more.
- INSPIRING WEB PROJECT ● Founder - Freelance Product Designer
2012-2020 UK
I've founded my own design company back in 2012. Since then I have completed 22 individual projects between websites, corporate identities and logo designs for start-ups and small businesses based in UK and overseas. I've always focused on pixel perfect designs, as well as user-centred responsive interfaces based on research and prototyping. I've either worked embedded within a team helping establish and scale digital products, or as a small one man studio designing and building end-to-end solutions for clients and stakeholders.
- EUROCITY ● Graphic and Web Designer
2010-2011 Italy
Worked alongside the marketing team of a well-known Italian retail chain of discount stores. Delivered creative support with digital and graphic visuals, email marketing and website maintenance.
- UNIVERSITY OF PERUGIA ● Digital Marketing Intern
2009-2010 Italy
Assisted with the University's digital marketing and communication activities such as email marketing and copywriting for the website and social media channels.

EDUCATION

- UNIVERSITY OF PERUGIA ● Master of Arts (MA) in International Relations
2007-2010 Italy
- 2002-2006 ● Bachelor's degree in International Communication and Marketing

CERTIFICATIONS

- GENERAL ASSEMBLY ● User Experience Design
6 days Sprint Workshop
London, 2018
- IDF (Interaction Design Foundation) ● Membership Certificate
2018