

Mastoore Dargazi

UX/UI Designer

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[Portfolio](#) | [LinkedIn](#) | [Dribbble](#) | [Behance](#)

I'm a passionate and detail-oriented UX/UI Designer with a Master's in Game Design. Over the past four years, I've had the pleasure of turning user needs into engaging and functional designs, working closely with developers every step of the way. My strong background in graphic design gives me a solid understanding of typography, composition, and color, which helps me create visually appealing designs and the knowledge of front-end development helps me communicate better with developers. I've worked with many startups, which has made me more innovative and creative. My keen eye for design and empathy to understand users are my biggest strengths.

Experience

UX/UI Designer | Soroush Afzar

2021 - 2024

- Increased user engagement by 30% through comprehensive user research and persona development.
- Worked with startup teams to redesign their projects, bringing innovative and user-friendly solutions.
- Shortened design approval process by 25% by creating high-fidelity prototypes and animated the wireframes with Figma, Sketch, and Adobe XD.
- Boosted customer retention by 35% by enhancing user experiences for e-commerce websites and health apps.
- Executed development of responsive web pages using HTML, CSS, JavaScript, and React, improving site performance and user experience.

Graphic Designer & Social Media Director | Benseno Interactive Agency

2019 - 2021

- Reduced bounce rate by 20% and increased session duration by 15% through optimized UI designs and A/B testing.
- Enhanced user acquisition by 25% by developing and executing targeted social media campaigns with compelling visual content.
- Established and maintained brand guidelines and using AI tools for design automation and user research.
- Conducted A/B testing and utilized tools like Optimizely to improve digital marketing strategies and track performance metrics effectively.

Skills

- **Design Tools:** Figma, Sketch, Adobe XD, Adobe Creative Suite (Photoshop, Illustrator...)
- **Development:** HTML, CSS, JavaScript, React
- **UX/UI Skills:** Prototyping, Wireframing, Designing mobile app for iOS and Android , UI/UX Strategy, A/B Testing, Typography, Research, ,
- **Additional Skills:** Cross-Functional Collaboration, Teamwork, Project Management, Data Analysis, Problem Solving, Agile Methodologies

Education

- **BAU University_Turkey**

2022 - 2024

- Master of Game Design | BAU University, Istanbul

Certificate

- Certified Professional in UX Design | Google
- Meta Front-End Developer Professional Certificate | Meta
- SheCodes Front-End Bootcamp | She Codes

Key Achievements

- Transformed customer feedback into actionable design improvements, enhancing usability by 20%.
- Pioneered a new prototyping process that reduced design cycle time by 50%.
- Developed interactive prototypes that increased user satisfaction scores by 40%.

Projects

- **E-commerce Website Redesign:**
Role: Lead UX/UI Designer
Achievement: Increased conversion rates by 40% through user-centered design
- **Fitness App Development:**
Role: UX/UI Designer
Achievement: Improved user retention by 35% with intuitive interface design and user flow optimization.

Language

- English
- German
- Turkish
- Persian