

Maryam Ladoni

User Experience Designer

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 Maryamladoni@gmail.com

 [Maryamladoni](#)

A passionate UX designer with deep knowledge of visual design and storytelling. Seeking to leverage my professional expertise and experience into a collaborative team as a UX designer.

SKILLS

- User experience
- User Interface Design
- Design Thinking
- Responsive Design
- Usability Test
- A/B Testing
- Information Architect
- Wireframe & Prototyping
- Persona & Scenarios
- User Journey Map
- User Research Report
- Google Analytics

TOOLS

- Figma
- Photoshop
- Adobe XD
- Miro
- Agile
- Sketch
- Illustrator
- Invision
- Jira
- HTML, CSS

LEADERSHIP

UX Design Club

2021- Present

Founder of community of designers willing to learn and grow together

AWARD

Honorable Mention

Design Challenge 2022

Selected as one of the top 8 designs among 60 entries from different countries

EDUCATION

Master of Fine Arts

@ University of Wisconsin-Madison, Madison, 2017- 2020

BFA Carpet Design

@ University of Kashan, Iran, 2000- 2004

Google UX Design

@ Google Certificate, Coursera, 2021

EXPERIENCE

UX Designer

Made and Modern | California | E-commerce company

2022- Present

- **Own the entire design process**, from the concept to creating user-centered designs by analyzing market analysis, data, customer feedback, user research, and usability findings.
- Develop a design strategy that aligns with the business and product goals to create a portal that is easy to use.
- Collaborate with the cross-functional team to deliver high-quality, scalable, and on-brand graphic solutions.
- Communicate effectively with the stakeholders and CEO to understand the business goals.
- Reduce the gap between the engineers and designer team by generating and expanding the company design system.

UX/UI Designer

The Africa in Me | Maryland

2021- 2022

- **Delivered a new website redesign that increased the user contribution by 40% in 3 months.**
- Conducted comprehensive research including competitive analysis, heuristic evaluation, and usability testing that speeded up the process of joining as a volunteer by 2X.
- Collaborated with teams in different time zones to translate project requirements and organization objectives into polished user interfaces.
- Communicated the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes.

UX/UI Designer

Freelance | Wisconsin

2018- 2020

- Delivered 5 websites for artists to increase their art sales and grow their audiences.
- Owned the review process between the teams, received, and gave feedback.
- Contributed to the creative process through original ideas and inspiration to optimize the selling system for the small business.
- Worked directly with developers for the implementation of the designs.

Photographer & Art director

Idea studio | Iran, Wisconsin

2012- 2018

- **Achieved 3 art awards** for cohesive bodies of works.
- Exhibited work nationally and internationally in world-class galleries including the International Center of Photography Museum in New York and Overture Gallery in Madison.
- Oversaw all shoots from start to finish to deliver the highest photos/ videos.
- Introduced a new system of editing that led to a 20% increase in selling products annually.