

# Maryam Ladoni

## User Experience Designer

 [www.maryamladonidesign.com](http://www.maryamladonidesign.com)

 [Maryamladoni@gmail.com](mailto:Maryamladoni@gmail.com)

 [Maryamladoni](#)

A passionate UX designer with a Strong background in visual art and storytelling. Interested in creating high-quality design solutions. Seeking to leverage my professional expertise and experience into a collaborative team as a UX designer.

### SKILLS

- User Research Report
- Design Thinking
- Responsive Design
- Design System
- Persona & Scenarios
- Usability Test
- A/B Testing
- Information Architect
- Wireframe & Prototyping
- User Journey Map
- User Interface Design
- Accessible design

### TOOLS

- Figma
- Photoshop
- Adobe XD
- Miro
- HTML, CSS (Basic)
- Sketch
- Illustrator
- Invision
- Jira

### 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

#### Product Designer

Zenni, California, E-commerce, Healthcare

Nov2022- Present

- Contribute to increasing revenue by 20% by working with business partners, UX design, and Dev teams to optimize the existing website.
- Collaborate with the UX team to improve the Zenni website accessibility.

#### UX Designer

Made & Modern, California, E-commerce, B2B clients

Jan 2022-Oct 2022

- **Owned the entire design process in Made & Modern**, from the concept to creating user-centered designs by analyzing market analysis, data, customer feedback, user research, and usability findings.
- Developed a design strategy that aligns with the business and product goals to create a portal that is easy to use.
- Communicated effectively with the stakeholders and CEO to understand the business goals.
- Reduced the gap between the engineers and designer team by generating and expanding the company design system.

#### UX/UI Designer

The Africa in Me, Maryland

Jan 2021- Dec 2021

- **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.

#### UX/UI Designer

Freelance, part-time, Wisconsin

Jan 2018- Dec 2020

- Delivered 5 websites for artists to increase their art sales and grow their audiences.
- 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

Nov 2012-Aug 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.