

EDUCATION

University of California, Berkeley: *Jan 2022 - May 2023* Bachelor of Arts in Art History and Criticism

General Assembly: Bootcamp-UI/UX Immersive *Oct 2023 - Feb 2024*

Relevant Coursework: Stakeholders and Presentation, UX Research, Usability Testing, B2B Sales, Incorporating Business Agenda, Enhancing UI/UX with AI, Globalization, Logic 12B, Wireframing, Modern Asian Art

EXPERIENCE

Tav Vandad Digital Agency (Contract) | Remote, Shiraz, Iran *May 2025 - Sep 2025* | *User Experience Design*

- Leveraged **qualitative and quantitative** research to visual customer experience workflow and develop UX recommendation
- Improved **information architecture and navigation** through design solutions informed by usability findings
- Advocated for users through stakeholder presentations with **business objectives**

AT&T | San Jose, California *March 2023 - Present* | *Retail Sales Management*

- Increased production in year-over-year growth for the designated store by identifying operational bottlenecks, **analyzing customer behavior**, and **implementing data-driven improvement strategies**.
- Led and coached a multidisciplinary sales team **using performance analytics** and AI-powered coaching tools, improving employee effectiveness through continuous feedback and iterative problem solving.
- **Partnered** with Operations, Finance, and Legal teams to streamline workflows, resolve process inefficiencies, and improve customer experience across sales operations. Used Salesforce data and customer feedback to **identify pain points, improve retention strategies, and optimize the post-sale customer journey**.
- **Facilitated** cross-functional **communication** between upper leadership to ensure business goals aligned with customer experience objectives
- Solved complex operational and customer experience issues through **root-cause analysis**, balancing **user satisfaction with business outcomes**.
- Collaborated with local businesses to **understand user challenges** within the vicinity of the store and develop tailored mobility solutions.

General Assembly | Remote *Oct 2023 - February 2024* | *UI/UX Apprenticeship*

- Created **AI-focused strategies** using figma to do **problem-solving** for consumers and businesses using UX strategy, wireframing, and usability testing.
- Integrated **business tactics and problem solving** to ensure both the business and the user are profiting by the enhancements in the applications in the projects ran

Perspective Magazine | Berkeley, California- Jan 2022 - June 2023 | *Staff Writer*

- Translated cultural narratives into **accessible written formats**, demonstrating skills in **communication design, audience empathy, and content strategy**.
- Collaborated with club members to **develop content strategies** that strengthened community connection and **improved engagement** with cultural programming.
- Supported initiatives for connecting Iranian students through **storytelling and digital communication**.

RELEVANT PROJECTS

General Assembly *Oct 2023 - February 2024*

- **Gauge (Solo):** Redesigned language app with AI tools to enhance retention for users using user research and AI usability testing

- **Amoeba Music (Solo):** Redesigned the e-commerce experience by simplifying navigation and improving information architecture to increase discoverability and purchasing efficiency.
- **Shazam (Group):** Designed a community feature focused on increasing artist engagement and platform revenue through user-centered research and collaborative design.
- **Keep Fluent (Group-Live Client):** Led the redesign of a nonprofit platform, improving onboarding flows and simplifying user journeys for both businesses and consumers through research-driven design decisions

SKILLS & INTERESTS

User Research. User Interviews: Journey Mapping | Personas | Empathy Mapping | Information Architecture | Wireframing | Prototyping | Usability Testing | User Flows | Interaction Design | Design Thinking | Accessibility | Content Strategy | Communication Design | User Stories | Stakeholder Presentations

Problem Solving & Leadership: Product Thinking | Team Development | Coaching & Mentorship | Data Analysis | Outreach | Conflict Resolution | Hiring & Onboarding | Customer Experience Strategy | Team Engagement | Root Cause Analysis

Tools and Tech: Figma | Figjam | Microsoft Excel | Salesforce | Microsoft Copilot | Adobe Photoshop | Adobe Indesign | Adobe Cinema | Adobe XD | AI Design Tools