

Ali Rahmatpour

Senior UI/UX Designer
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SUMMARY

The thinking process, from the moment the brain's cells burn phosphorus to igniting a clever solution, is magnificent. Combining thinking, innovative engineering vision, and attention to detail makes the product find originality, and everyone who works with it says these magic words, "OH, Love it!" As I am always fascinated by thinking, art, and technology, I have followed and loved UI/UX design for over 6 years. I saw the result of this love in over 3,000 happy customers in one of my work experiences. Now, I want to grow my knowledge in a professional high-tech company.

SKILLS

- **Technical Skills:** UX Research, Rapid Prototyping, Wireframing, Usability Testing, Interaction Design, Information Architecture
- **Soft Skills:** Analytical Thinking, Active Listener, Attention to Details, Creative Problem Solving, Communication, Lecture, Leadership, Organization
- **Tools:** Photoshop, Figma, Illustrator, Google Analytics, Hotjar, A/B Testing, WordPress, HTML, CSS

EXPERIENCE

- **RastClick Studio & Academy** Full-time
Senior UI/UX Designer *Sep 2020 - Present*
RastClick is an educational and service company in Web Design, Digital Marketing, and SEO.
 - **Designed the UX/UI of RastClick's eCommerce platform:** Strategy & visual design prototypes, designed pages & developed solutions for user flow
 - **Collaborated as an experienced web designer in recording the web design tutorials at RastClick Academy:** Over 10 hours of Video content about web design basics
 - **Served as Senior UI/UX Designer on RastClick Studio:** Blending the needs of company audiences with company goals of launching a website to display reliable and successful products and services: sabahi.com & setarehsalamat.com
 - **Managed team members as Senior UI/UX Designer on top of design duties:** Focusing on productivity & learning team members; team leadership
- **Persian Slider Revolution** Full-time
UI/UX Designer *Jun 2017 - Sep 2020*
Slider Revolution is one of the most popular WordPress plugins in the world, with over 9 million active installs. This site offered a localized version to Iranian users.
 - **Managed site architecture, strategy & planning to use the product:** Achieve an excellent experience for over 3000 users
 - **Improved website UI on the homepage:** 50 percent Bounce Rate reduction
 - **Refined User flows and retouched UI design:** Increase sales page access rates
 - **Retouched UI design for related tutorials & created a faq page:** Reduce support tickets to 60 percent
 - **Redesigned the UI/UX of the sales page:** Aim to increase user attention to important parts of the sales page
 - **Conducted UX research by usability testing continuously:** Hotjar, Google Analytics & Survey

HONORS & AWARDS

- TV interview, Mosbate Binahayat, Invited as a successful young person, May 2019, Hamedan, Iran
- Web Design Competitions, Fanavard Competitions, Winner, March 2017, Hamedan, Iran.
- Web Design Competitions, Hamedan University of Technology, Winner, August 2016, Hamedan, Iran.

EDUCATION

- **Department of Computer Engineering Khajeh Nasir Toosi University** Tehran, Iran
Master of Engineering - Information Systems Management *2019 - 2021*
- **Department of Computer Engineering Hamedan University of Technology** Hamedan, Iran
Bachelor of Engineering - IT Engineering *2014 - 2019*

ACTIVITIES

- **Lecturer at Technical and Vocational University**
Courses: Content Management System (CMS), Digital Marketing & Career Path.
- **Professional Tar & Setar player**
Involved in music since 6 years old