

# Ali Alamshahi

## UI/UX Designer



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### Professional Summary

Innovative UI/UX Designer focused on creating accessible, intuitive, and scalable digital experiences. Skilled at transforming research insights into design solutions that streamline complex user flows and elevate usability. Adept at collaborating across teams to build cohesive design systems, champion accessibility, and deliver measurable impact in fast-paced environments.

### Skills

#### Research & Strategy

User Research · Usability Testing · A/B Testing · Information Architecture · Card Sorting · Competitive Analysis

#### Design & Prototyping

Wireframing · Prototyping · Rapid Iteration · Interaction Design · Design Systems · Visual Design

#### Front-End Collaboration

HTML & CSS · JavaScript (basic) · Responsive Design Principles

### Tools & Software

Figma · Adobe XD · InVision · Axure RP · Miro · Lucidchart · Illustrator · Photoshop · UserTesting · Maze · Hotjar · Google Workspace · MS Office

### Experience

#### UI/UX Designer | Meta via Teksystems

Fremont, CA · May 2021 – Present

- Designed intuitive user experiences for internal-facing applications and select external projects, improving productivity and engagement across diverse teams.
- Built and maintained a scalable design system for the internal knowledge library, creating responsive, customizable components accessible to non-designers and non-coders.
- Delivered internal web pages tailored to team needs, optimizing information flow and usability.
- Collaborated on virtual reality experiences enabling employees to remotely navigate and interact with different locations.
- Recognized as Employee of the Quarter (Q3 2022) within a team of 20+ professionals.

## UX & Visual Designer | OCSC Sailing

Berkeley, CA · Aug 2017 – Apr 2021

- Improved UX and conversion across three websites, contributing to a 7% increase in sales.
- Designed landing pages and product communication, driving a 12% growth in class signups.
- Delivered wireframes and prototypes for a mobile e-learning platform.
- Created interactive digital signage and hybrid newsletters, boosting engagement.

## User Interface Designer | Kishtrip

Tehran, Iran · May 2012 – Jun 2016

- Designed and hand-coded interfaces for multiple website properties.
- Conducted usability and A/B testing, increasing conversion rates by 15%.
- Improved average session duration by 18% through analytics-driven iteration.
- Collaborated with cross-functional teams to streamline workflows.

For a complete work history, please visit my [LinkedIn profile](#).

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## Education

### User Experience Design Immersive

General Assembly · Nov 2020 – Feb 2021

### Bachelor's Degree in Graphic Design

Azad University · Sep 1999 – Jun 2006

U.S. citizen — no sponsorship required