Ary Sharifi
Product designer & Developer

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Summary

Highly innovative, passionate and successful Product User Interface & User Experience Designer and Developer with high proficiency in Product UI/UX Design, Service Design, Design Thinking, UX Research, Interaction Design, User Centered Design, Product Development & Management, Front-End Development (HTML/CSS/JavaScript) and Graphic Design. Recognized as a talented creative leader with a unique skill-set that spans various areas from product design & development, product management, team lead to brand development. Phenomenal track record of designing and developing web and mobile apps with extraordinary life spans. Background in understanding and developing leading brands into commercial successes in an entrepreneurial hi-tech environment. Highly effective written and verbal communicator with exceptional problem solving and brand development skills. Visionary leadership resulting in successful, innovative products.

Education

2015 - 2017	Master of Design Interaction and UX, University of New South Wales, Australia
2013 - 2013	Certificate of User Experience Design, General Assembly, Australia
2010 - 2012	Bachelor of Design in Architecture, University of Sydney, Australia

Skill set

Design	Development	Design & Dev Tools
UI design	HTML5	Sketch
UX design	CSS3	Figma
Product design	JavaScript ES6	inVision Studio
Service design	jQuery	Axure
Product management	React JS / Next JS	Pricinple
User centered design	Ember JS	Flinto
User testing	SASS & LESS	Adobe XD
Interaction design	GIT & GitHub	Adobe Photoshop
Rapid prototyping	Gulp & Grunt	Adobe Illustrator
Research & analytics	Webpack	Adobe Animate
Strategy & planning	Bootstrap & Foundation	Adobe Lightroom
Information architecture	Project management	Visual Studio Code

Methods & Specialties

Methods

Agile	Design Sprints
Scrum	Design Workshops
Kanban	UX Strategy
Waterfal	Lean UX
Lean	

Oct 2019 - present

Lead Product (UI/UX) Designer
Koala
koala.com

Industry:

eCommerce

About Company:

Koala makes furniture for the digital age by combining two of the best inventions in the last 100 years... furniture, and the internet. This lets koala replace awful industry practices, like overpricing and showrooms, with a complete experience, from high-tech design through to instant delivery.

Responsibilities:

- Koala is all about data and users, we ran heavy data and user analysis to make each decision.

- Designed a suggestion bot that increased ATC rate by 24%.

- Designed a chatbot that decreased general FAQ questions by 40%

- Hired and managed a team of 5 designers between Australia and Japan.

- Designed a template system that we implemented around our product pages for faster delivery and turnaround time.

- Sale lockup integration.

- End to end customer journey mapping and service design.

- Designed a bundles page that decreased advertising cost by 11% and increased AOV 2%.

- Worked directly with product managers, engineering managers, engineers, CTO and CMO to design, plan and implement company-wide product vision throughout.

- Designed and built a modular and scalable Design System from scratch.

- Designed a new branding language that is a work in progress.

- Designed a scalable Product Form that adapts to virtually every type of product we own.

- Worked directly with stakeholders and product managers to ensure that designated practices, annual product and consumer targets, and KPIs are met.

- Research, wireframes, A/B Tests, prototype, visual UI design.

- Ran user testing sessions to ensure our solutions were as flawless as possible.

- As a full-stack designer, I ran every single project from discovery and UX all the through to finalised UI.

Jul 2019 - Oct 2019

Lead Product (UI/UX) Designer
Qantas
qantas.com

Industry:

Flight / Insurance / Banking / eCommerce

About Company:

Qantas Insurance is the only health and travel insurance company offering a wellbeing program that rewards you for being active.

Responsibilities:

- I was hired as a contractor at Qantas Loyalty for a short gig to work on the Health, Travel and Life insurance products, including their native Wellbeing app.

- Responsible for developing the product vision, strategy and roadmap as well as tactical delivery of the solution.

- Was the leading the product design for Travel Insurance Quick Quote widget that decreased the drop-off rate of our Travel insurance funnel from 86% - 37%.

- Worked on our native iOS and Android apps, leading a dynamic cards project to bring more engaging content for our customers and create stickiness to the app.

- Helped develop and end to end design system for Qantas Loyalty brand.

- Designed and implemented Qantas insurance card for the Apple Wallet experience.

- Work hand-in-hand with a development team, leading them through UI and UX initiatives and implementations

- Worked directly with stakeholders and product managers to ensure that designated practices, annual product and consumer targets, and KPIs are met.

- Research, wireframes, A/B Tests, prototype, visual UI design.

- Ran user testing sessions to ensure our solutions were as flawless as possible.

- I ran every single project from discovery and UX all the through to finalised UI.

May 2019 - Jul 2019

Senior Product (UI/UX) Designer
Canva
canva.com

Industry:

Graphic design

About Company:

Canva is a simplified graphic-design tool. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

Responsibilities:

- I was contracting with Canva for a short term, in this short term I helped the team to ship 3 different successful product features.

- End to end product delivery, from discovery to design to hand-over and test.

- I was Responsible for Canva's Presentations and Smart Design (AI) tools.

- Responsible for Canva Presentations and Smart Design (AI) tools.

- Helped define the experience of the colour tool.

- Ran user testing sessions to ensure our solutions were on point and actually solving problems.

- Designed with data, at Canva every single element that was designed was tested.

- Created a way for users to manage and handle their presentations better and easier.

- Collaborated directly with Product Managers, designers and developers to create products, roadmaps and shipped them.

- Responsible for developing the product vision, strategy and roadmap as well as tactical delivery of the solution.

- Worked in a squad format and a very agile environment.

- Responsible for creating and implementing a digital product strategy, focused on UI/UX/CX, brand building, recognition, service design and growth.

- Responsible for creating and delivering a new product vision and experience.

- Improving all areas of business with design processes and methodologies, providing thought leadership, facilitating development, communication, team building and improving overall performance by bringing focus to areas where there wasn't enough experience.

- Work hand-in-hand with a development team, leading them through UI and UX initiatives and implementations

- Worked directly with stakeholders and product managers to ensure that designated practices, monthly product and consumer targets, and KPIs are met.

- Research, wireframes, A/B Tests, prototype, visual UI design.

Apr 2018 - May 2019

Lead Product (UI/UX) Designer
Zibbet PTY LTD
zibbet.com

Industry:

Multichannel and inventory management platform / Marketplace / eCommerce

About Company:

Multichannel platform and marketplace that helps entrepreneurs sell more and manage better.

Responsibilities:

- Directed and maintained the design and development of Zibbet's Design System for the entire brand.

- Responsible for developing the product vision, strategy and roadmap as well as tactical delivery of the solution.

- Trained and managed junior staff to ensure the product quality is always on point.

- Lead product designer to design, develop and maintain 4 different products.

- Responsible for creating and implementing a digital product strategy, focused on UI/UX/CX, brand building, recognition, service design and growth.

- Responsible for creating and delivering a new product vision and experience.

- Improving all areas of business with design processes and methodologies, providing thought leadership, facilitating development, communication, team building and improving overall performance by bringing focus to areas where there wasn't enough experience.

- Work hand-in-hand with a development team, leading them through UI and UX initiatives and implementations.

- Worked directly with stakeholders and product managers to ensure that designated practices, annual product and consumer targets, and KPIs are met.

- Research, wireframes, A/B Tests, prototype, visual UI design.

- Participate in client usability studies.

- Developed and maintained products from 0 - launch to ensure great experience for our customers.

- UI developer for the initial release of the product.

- Worked directly with the lead developer to produce production quality front-end code for our multi-channel and marketing site platforms.

- Developed a UI architecture with scalability as the main focus.

- Technologies used.

- HTML / CSS / SASS.

- JS / ES6 / jQuery.

- Ember JS and React as our main JS frame work.

- Bootstrap 4 framework.

- Ruby on Rails as our main backend framework.

Oct 2015 - Apr 2018

Head of Product (UI/UX) Design
DesignCrowd
designcrowd.com

Industry:
Design / Crowd sourcing / Marketplace

About Company:
Global marketplace for design services with over 2,000,000 users. You can outsource or 'crowdsource' any creative project on DesignCrowd

Responsibilities

- Introduced, designed and developed DesignCrowds Design System for the entire brand.

- Responsible for developing the product vision, strategy and roadmap as well as tactical delivery of the solution.

- Established, built and led a team of off-shore (Philippines) designers, trained and managed them to produce the best quality of design standards.

- Led a team of on-shore designers and developers to ensure the product quality is always on point.

- Responsible for creating and implementing a digital product strategy, focused on UI/UX/CX, brand building, recognition and growth.

- Responsible for creating and delivering a new brand vision and strategy.

- Responsible for creating and delivering a new product vision and experience.

- Improving all areas of business with design processes and methodologies, providing thought leadership, facilitating development, communication, team building and improving overall performance by bringing focus to areas where there wasn't enough experience.

- Work hand-in-hand with a development team, leading them through UI and UX initiatives and implementations.

- Worked directly with stakeholders and product managers to ensure that designated practices, annual product and consumer targets, and KPIs are met.

- Research, wireframes, A/B Tests, prototype, visual UI design.

- Participate in client usability studies.

- Developed a solid UI and interaction site re-design from scratch to improve product experience and quality, which also cut engineering cost by almost 40%. See less.

- Produce interactive HTML/CSS prototypes.

Feb 2015 - Nov 2015   Senior Product (UI/UX) Designer
                           Wilson Flecther
                           wilsonfletcher.com

Industry:

Service Design Agency

About Company:

Is an international design company with studios in London, Sydney and Auckland. We work in close partnership with organisations around the world to bring big ideas to life and solve business-critical challenges. Our capabilities span service strategy, experience design and rapid engineering – everything needed to deliver world-leading digital products and services.

Client list

CommBank, Westpac, AmWay, Sky TV, ADC, Sydney Opera House, Woolworth, eBay, Westfield, News Corp, Telstra, TAL, TrueLocal and many more

Responsibilities

- Work as part of the creative team to envision, create and validate user interfaces and experiences for multiple platforms (take designs from concept to production ready assets).

- Develop service experience solutions including briefs, wireframes or visual mockups, site layouts, site maps, taxonomies navigation schematics, key screens, page templates and document functional specifications.

- Visualise and map workflows and user paths across multiple platforms including creating storyboards, mockups, low and high fidelity prototypes.

- Participate in client workshops and co-creation sessions to generate, challenge and design new service concepts.

- Work closely on solutions with service and interaction designers and front-end developers.

- Create wireframes and document functional specifications where necessary.

- Design graphics, icons and other visual design elements that meet modern user interface guidelines and standards.

- Participate in best practice audits, competitive reviews, parallel landscape audits and usability studies with final analysis and documentation.

- Participate in client workshops and co-creation sessions to generate, challenge and refine new service concepts.

- Present work and findings to client and internal stakeholders.

- Maintain an awareness of current trends in technology, design and usability.

- Desk research in support of ongoing project work.

- Developed multip websites and prototypes for certain clients.

May 2014 - Feb 2015

Lead Product (UI/UX) Designer
Practera
practera.com

Industry:

Education

About Company:

Practera helps educators, business and students manage and deliver better experiential education - programs like internships, placements and business competitions.

Client list

Usyd, UNSW, UTS, Deloitte, Study NSW, RMIT, Westpac, University of Western Sydney, Ernst & Young, and many more.

Responsibilities

- Lead UI/UX Designer for Intersective's Practera application.

- Front-End Development HTML/CSS/JavaScript.

- Bootstrap as our main Front end framework.

- Designed and developed Practera website from start to end.

- Work within an agile software development process.

- Work with product managers gathering business requirements.

- Research, wireframes, prototype, visual UI design.

- Participate in client usability studies.

- Produce interactive HTML/CSS/JavaScript prototypes.

- Usage of Bootstrap framework.

- Light PHP development (CakePHP framework).

- Work with development team to ensure accurate design implementation.

- Project Scoping, Strategy and structure defining.

Jan 2013 - May 2014

UI/UX Designer
RubySketch
rubysketch.com

Industry:

Construction / Architecture / Engineering / 3D Modelling

About Company:

Is a 3D model library with over 5,000+ active users made up of Architects, Builders, Engineers, Digital Designers and more. PlusSpec is an architectural 3D modelling BIM software designed and created by RubySketch with over 3,000+ users.

Client list

Austral Bricks, Avenir, Bega, Bosch, Bunnings Warehouse and many more.

Responsibilities

- Lead Designer/Developer for PlusSpec Website and Application design.

- Research, wireframes, prototype, visual UI design, UX design, Front-end development, light back-end development.

- Produce interactive HTML/CSS prototypes.

- Developing front-end HTML/CSS framework.

- Mobile app design and development.

- Brand Development.

- Email campaign design.

- Print campaign design.

- Banner advertising design.

- Work with development team to ensure accurate design implementation.

- Worked with Product team on new features.

Professional Experience

Mar 2012 - Present	**Freelance Designer and Front-End Developer** Ary.nz ary.nz

About Company:

I believe that beautifully crafted digital services can make everyday life better for everyone, everywhere. Over the years I've enjoyed working on various freelance projects for a range of different clients. With each client there's a new and exciting problem to solve. Whether it's designing an application, building a website or creating a brand, I love the variety that freelance work provides and it's always nice to see a happy client at the end of a project.

Responsibilities

- Research, wireframes, prototype, visual UI design, UX design, Front-end development.
- Worked with React.js and Ember.js to develop solution for clients.
- Experience with Express, Django, CakePHP, Ruby on Rails and more.
- Developing front-end HTML/CSS/JavaScript and jQuery.
- Mobile app design and development.
- Work with development team to ensure accurate design implementation.
- Brand development, SEO.
- Wordpress Development.
- eCommerce Design and Development.
- App Design and Development.

References

Lead developer	John Kueh 0410 705 012	
Lead Front-End Developer	Tim Olthof 0438 276 728	
Lead developer	Daniel Bowring 0450 845 021	
Lead marketing specialist	Ria Chan 0424 573 038	