

Roshanak Golsorkhi

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

With 3 years of experience in user experience design, I'm all about crafting innovative, user-focused solutions that truly make a difference. Backed by a dual background in Engineering and Business Administration, I thrive on uncovering root issues and optimizing workflows to create seamless designs. I love collaborating with developers, project managers, and stakeholders to bring ideas to life; strategic yet human-centered. And let's be real, I'm that designer who won't quit until the puzzle's solved because at the end of the day, design isn't just what I do; it's how I make life a little better for others.

RELATED SKILLS & BELIEFS

- Figma, Adobe Creative Suite, Framer
 - Webflow, Wix, Framer, and Shopify
 - Working knowledge of HTML, CSS
 - Hotjar, HubSpot, FullStory, SEMrush, and Maze
 - Notion, Trello, InVision, and Canva
 - Can't find the software you need? I'll learn it quickly.
 - Good decisions start with solid evidence.
 - Every problem whispers its solution.
 - Every detail weaves a greater story.
 - Pressure turns coal into diamonds.
 - Lift others, and you rise too.
 - Together, we achieve more.
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WORK EXPERIENCE

Product Designer & Marketing Coordinator

September 2024 - Present

M Work Holding LTD | Vancouver, Canada | Full-time | On-site

- Collaborated with cross-functional teams, including developers, and marketing managers, to design and implement impactful digital experiences, improving user engagement and driving a 20% increase in customer inquiries.
- Designed relevant and user-centric interactions by analyzing customer motivations, behaviors, and needs, creating solutions that streamlined complex journeys and increased users' participation by 25%.
- Developed and Maintained a scalable design system to ensure consistency across marketing materials, digital platforms, and client websites, aligning designs with business goals and enhancing brand identity.
- Leveraged tools like Figma, Midjourney, and AI platforms to design websites, marketing assets, and product presentations, focusing on innovation and inclusive design principles.

Product Designer

July 2024 - Present

Scroll Studio | Vancouver, Canada | Project-based part-time | Remote

- Conducting user research through interviews, surveys, and analytics to understand user needs and inform design decisions.
- Developing wireframes, prototypes, and high-fidelity designs, ensuring brand consistency and crafting user-centered designs from concept to final product.
- Staying updated on UX/UI design trends and best practices, while actively participating in critiques, workshops, and training sessions for continuous improvement.

User Experience Design Specialist

December 2022 - May 2024

Lomio | Vancouver, Canada | Contract-based full-time | Remote

- Designed and launched a fully responsive product suite for iOS, mobile web, web app, and desktop, emphasizing optimal user experience across all devices.
- Created a localized component library and implemented a design systems of color, spacing, and element tokenization, facilitating the streamlined development of white-label products aligned with the company's strategic goals.
- Collaborated with an outsourced development company (Digitech), coordinating separate teams for iOS and web to ensure a cohesive user experience across native and web applications.

EDUCATION

Master of Business Administration

April 2021, October 2022

University Canada West | Vancouver, Canada

- Related Coursework: Strategic Management, Digital Marketing, Project Management, Design Thinking, Digital Transformation, Business Ethics, and Organizational Behaviour

Bachelor of Architecture

September 2012, August 2017

University of Tehran | Tehran, Iran

- Related Coursework: Architectural Design, Building Construction and Technology, Digital Design and Modeling, and Site Analysis and Planning.

CERTIFICATION

[Google UX Design Professional Certificate | Coursera](#)

[AI For Designers | Interaction Design Foundation](#)

[Design Rules: Principles + Practices for Great UI Design Certificate | Udemy](#)

[Business Analysis Foundation | LinkedIn](#)

[Digital Advertising | Hubspot Academy](#)

[Design Accessibility | Uxcel](#)

Adobe Photoshop - MPT Academy (Tehran)