

# Maryam Fa'al

## UX/UI Designer

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### About

UX/UI Designer with a Ph.D. in Biomedical Engineering and a background in web development for healthcare applications. Known for creating user-centered solutions through strong UX research skills and cross-functional collaboration. Passionate about bridging design and development to enhance user experiences.

### Skills and Tools

#### Software

- Figma/FigJam
- Adobe Photoshop
- Miro
- Marvel
- Maze
- Google Forms
- Optimal Workshop
- Microsoft Office

#### Programming

- HTML/CSS
- Word Press
- Matlab
- Python

#### Soft Skills

- Problem-solving
- Empathy in Design
- Adaptability
- Collaboration
- Communication

#### Research Methods

- Developing Survey
- User/Client Interviews
- Qualitative Research
- Quantitative Research
- Persona Creation
- Heuristic Evaluation
- Competitive Analysis
- Comparative Analysis
- SWOT
- MVP
- Card Sorting
- Affinity Diagram
- Prototyping
- Usability Testing
- A / B Test
- Iterations

#### Deliverables

- Wireframe
- Presentation
- Interactive Prototype
- High Fidelity Design
- Scenario
- Persona
- UX Research reports
- User / Task Flow
- User Journey map
- Storyboard
- Site Map
- Mood Board
- Visual Style Guide
- Adaptive design

## Experience

### UX/UI Designer & Web Developer

Hamta Code Firm | Tehran, Iran | April 2022 - Present

- **UX/UI Design (since Dec 2023):**
  - Lead UX/UI design for web applications, focusing on user-centered design principles and usability testing.
  - Created wireframes, prototypes, and interactive designs using Figma, improving user engagement and satisfaction.
  - Conducted user research and usability testing to gather insights and optimize user flow.
  - Collaborated with developers to implement design solutions that enhanced website performance and user experience.
- **Web Development:**
  - Developed and maintained responsive websites, focusing on accessibility and performance.
  - Built web solutions using HTML, CSS, and WordPress, ensuring high functionality and user-friendly experiences.
  - Worked closely with the design team to integrate user-friendly features into websites.

### UX Design Assistant

UXLand Online Bootcamp | Remote | Nov 2024 - Present

- Assisted in coaching students on UX design principles, tools, and best practices.
- Reviewed student projects, providing feedback to enhance design thinking and usability understanding.
- Helped manage course content and ensured students had a smooth learning experience.

### Product Manager

Bathize Start Up | Tehran, Iran | March 2021 - March 2023

- Managed the development of an innovative automated bathtub designed for elderly and disabled users, addressing accessibility and independence.
- Collaborated with cross-functional teams, including designers, engineers, and marketing professionals, to bring the product from concept to market.
- Conducted user research and usability testing to identify pain points and improve the product's functionality and user experience.
- Defined product roadmap, prioritized features, and ensured timely delivery of milestones.
- Played a key role in establishing the brand's presence and building relationships with potential investors and partners.
- Delivered insights on market trends and user needs to inform strategic decisions, driving the product's success in the assistive technology market.

### Researcher & Teaching Assistant

Amirkabir University of Technology | Tehran, Iran | 2013 - 2021

- Assisted in research for a healthcare-funded project, focusing on the development of medical applications using machine learning.
- Supported faculty with lectures, tutorials, and student mentoring in biomedical engineering courses.
- Contributed to academic papers and presented findings in healthcare technology.

### Assistant Professor

Islamic Azad University | Tehran, Iran | Sep 2014 - Sep 2018

- Served as an assistant professor in the Biomedical Engineering department, teaching courses in biomedical systems and healthcare technology.
- Led and mentored students through lectures, tutorials, and practical projects in biomedical engineering.
- Conducted research for a healthcare-funded project, focusing on the development of medical applications using machine learning.
- Published academic papers and presented research findings in conferences and journals.

## Education

### UX/UI Design

UXLand Online Bootcamp | Oct 2023 - Sep 2024

### PhD of Biomedical Engineering

Amirkabir University of Technology | Tehran, Iran | Sep 2013 - Aug 2021

- Specialized in applying machine learning to healthcare for the development of medical applications.
- Conducted research in healthcare technology, publishing findings in academic journals and presenting at conferences.

### Master of Biomedical Engineering

Tarbiat Modares University | Tehran, Iran | Sep 2009 - Dec 2011

### Bachelor of Electrical and Electronics Engineering

Ferdowsi University | Mashhad, Iran | Sep 2003 - Sep 2007