

# Maryam Fa'al

## UX/UI Designer

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## About

UX/UI Designer with a Ph.D. in Biomedical Engineering, specializing in user-centered design, web development, and accessibility. Passionate about crafting intuitive, research-driven solutions to enhance user experiences and drive functionality. Proven ability to bridge design and development through collaboration and innovative problem-solving.

## Skills and Tools

### Design Tools

- Figma/FigJam
- Adobe Photoshop
- Miro
- Marvel
- Maze

### Programming

- HTML/CSS
- Word Press
- Matlab
- Python

### Research Methods

- User Interviews
- Usability Testing
- Persona Creation
- Heuristic Evaluation
- A/B Testing
- Affinity Diagrams

### Soft Skills

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

## Certifications

- UX Design Professional Certificate - UXLand Online Bootcamp | Oct 2023 - Sep 2024
- Certified Web Developer - [ElementoreSite, 2021]

## Experience

### UX/UI Designer & Web Developer

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

- Designed and implemented UX/UI solutions for web applications, improving user engagement by 25%.
- Conducted user research and usability testing, optimizing user flows and addressing pain points.
- Developed responsive websites using HTML, CSS, and WordPress, ensuring accessibility and high performance.
- Collaborated with developers to deliver seamless design solutions that enhanced functionality and usability.

### UX Design Assistant

UXLand Online Bootcamp | Remote | Nov 2024 - Present

- Supported 30+ students by managing course content and providing personalized feedback, improving their design outcomes.
- Assisted in teaching UX principles and tools, including Figma and usability testing methodologies.
- Reviewed projects, enhancing student understanding of design thinking and user-centered practices.

### Product Manager

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

- Managed the development of an automated bathtub for elderly and disabled users, enhancing accessibility and independence.
- Conducted user research to identify pain points and improve product usability, increasing user satisfaction by 40%.
- Defined product roadmaps, prioritized features, and ensured timely milestone delivery.
- Collaborated with cross-functional teams to bring the product from concept to market, establishing a strong brand presence.

### Researcher & Teaching Assistant

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

- Conducted research for healthcare-funded projects, focusing on the development of medical applications using machine learning.
- Published academic papers and presented findings at industry-leading conferences.
- Supported faculty with lectures, tutorials, and mentoring biomedical engineering students.

### Assistant Professor

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

- Taught courses in biomedical systems and healthcare technology.
- Supervised research projects and contributed to academic publications in healthcare technology.

## 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.
- Published research in academic journals and presented findings 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