



Shima Torabi

USER EXPERIENCE EXPERT

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I've been helping clients create digital experiences that are usable, engaging, beautiful and innovative. I think first from the user's perspective to understand their needs, then visualize the concepts. I work on all aspects of UX from user research, prototyping, and visual design to implementing the resulting UI, and finally testing. I have worked on large-scale corporate, agency, consulting, and small business levels in various industries such as capital markets, pharmaceuticals, legal, energy, retail, etc. I've had a significant role on many platform integrations and acquisitions from initiation to post-implementation. I create intelligent and inspired concepts and designs and provide solutions while leading teams and managing multitude of responsibilities. I have a passion for art, innovative ideas and challenging tasks. I strive for constant perfection and thrive on learning something new every day. When I'm not making pixels line up, I dance: Persian, Tango, Waltz, Foxtrot and Salsa. I love reading poetry and play sports; I'm also a certified personal fitness trainer.

Work Experience **Head of UX, Northeast Region**

Avanade, New York City

NOVEMBER 2017 - PRESENT

- Leads the user experience talent community, and mediate conflicts
- Deliver rapid prototypes and concept designs for internal and external clients
- Coach and manages resources, and the effective delivery of UX to clients
- Responsible for the overall performance and growth of UX offerings
- Leads solution planning, ideation and design efforts to meet user needs and business objectives
- Works with national and global team on standardization and asset development
- Supports pitches, review deals, sales, and helps to develop the pipeline

Experience Design Manager

Avanade, New York City

NOVEMBER 2014 - NOVEMBER 2017

- Lead the creation and delivery of user-focused solutions from start to finish
- Hands-on involvement in all phases of digital projects (plan, analyze, design, build, test)
- Identified obstacles to designing value-added solutions and finds ways to overcome them
- Delivered projects within scope, budget and timeline while meeting client expectations
- Kept team engaged and motivated, and stakeholders up-to-date on progress of work
- Was Responsible for ensuring that deliverables met clients' and users' specified goals
- Evaluated performance of, coach, and provide feedback and career guidance to direct reports

Sr. User Experience Architect

Avanade, New York City

FEBRUARY 2013 - NOVEMBER 2014

- Worked on all phases of experience design projects (plan, analyze, design, build and test)
- Produced fully elaborated deliverables with a focus placed on the quality of the UX
- Developed information architecture, site structure, navigation, user profiles, and personas
- Created and delivered wireframes, interactive prototypes, visual designs and style guides
- Demonstrated to the client how their requirements were to be realized in the user interface
- Planned and executed appropriate usability and design validation

Work Experience

E-Commerce Creative Lead

MSC Industrial Supply, Melville, NY

JANUARY 2007 - FEBRUARY 2013

- Led the user experience and creative designs for the ecommerce initiative
- Responsible for visual design, typography, user interface, user experience, and usability
- Managed the online content strategy, and development for Content Management Systems
- Developed and maintained front-end code, and performed quality control and testing
- Created the email marketing campaigns, virtual catalogs and promotional materials
- Built wireframes, mock-ups, and prototypes for new concepts and enhancements

Graphic and Web Designer

mindSHIFT, Commack, NY

OCTOBER 2004 - DECEMBER 2006

- Created web pages, wireframes, prototypes, sitemaps and navigational flows
- Created brand identity through logos, letterheads, business cards, brochures and posters
- Built HTML/CSS templates and collaborated with developers on implementation
- Researched and added search engine optimization tags to websites
- Perform quality control for consistent functionality across all browsers and platforms

Education



New York University

Master of Science

January 2006 - May 2009

Digital Imaging and Design, Concentration in Visual Effects, Motion & Broadcast Design



Pratt Institute

Bachelor of Fine Arts

January 2006 - May 2009

Computer Graphics and Interactive Media, Concentration in Print and Web Design

Skills

User Experience and Design

98%

Creative direction, Ideation, Sketching, Design thinking, User research, Usability evaluation, Information architecture, Interaction design, Visual design, Rapid prototyping, User experience leadership

Tools & Technology

90%

Axure, Sketch, Balsamiq, HTML, CSS, Content Management Systems

Adobe Creative Suite & Creative Cloud (Illustrator, Photoshop, InDesign, ImageReady, Acrobat Professional, Dreamweaver, GoLive, After Effects Professional, Premiere Pro)

Microsoft Office (Outlook, OneDrive, Word, Excel, PowerPoint, OneNote, SharePoint, Microsoft Teams)

Other Skills

Communication, Leadership, Decision Making, People and Time management, Conflict Resolution