

MARJAN GHAHREMANI

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EDUCATION

Master of Information Management and Systems

UC Berkeley | 2013-15

Focus on user experience and
interaction design

Bachelor of Arts in Psychology & Sociocultural Anthropology

UC Davis | 2008-10

Summa cum laude

SKILLS

Tools

HTML + CSS
Sketch
Photoshop
Illustrator
InDesign
UXPin
Proto.io
InVision
Flinto
Axure
FluidUI
Balsamiq
OmniGraffle
Justinmind

Methods

Ethnography
Contextual inquiry
Storyboarding
Affinity diagrams
Wireframing
Prototyping
Persona-based design
Heuristic evaluation
Usability testing

EXPERIENCE

UI/UX Designer | DESIGNATION | 2016-17

Worked in a fast paced agile environment to produce interface solutions for mobile apps and websites. Conducted user tests and used feedback to iterate on designs. Created mood boards, style tiles, mid to high fidelity mock ups, clickable prototypes and style guides for clients including:

Waaves | A web app that helps amateur musicians find collaboration opportunities and receive feedback on their work from other musicians

Bibi | A startup that seeks to marry digital gift sharing and social media app that allows friends to purchase drinks for each other remotely

Freelance Designer | 2015-Present

Design interactive prototypes, websites and web/print materials for various clients including Roche, ComEd and Alma Kitchen. Translate design criteria into interactive wireframes. Incorporate user feedback into interactions and communicate them with the client. Develop a range of materials from low fidelity prototypes to high fidelity mockup.

User Experience Design Intern | Aerohive Networks | 2014

Designed, wireframed, and prototyped ID Manager, an iOS app for network management . Led user testing and heuristic evaluation efforts. Wireframed and prototyped dashboards for network administrators. ID Manager is available to download in the App Store.

Graduate Student Instructor | UC Berkeley | 2014-15

Developed course materials, prepared content for 200+ students. Facilitated weekly discussion sections, evaluated exams and assignments.

Research Assistant | Bioinformatics Lab, UCSF | 2011-12

Conducted online research of disease and procedure classification codes. Launched the labeling infrastructure for machine learning modules.

Research Assistant | Self and Social Identity Lab, UC Davis | 2009-10

Recruited and screened 80+ subjects for experimental studies in areas of social identity, intergroup relations, social cognition, and self-regulatory processes. Analyzed findings that were incorporated in refinement of experiment study.

PROJECTS

City Trail | Mobile and wearable app focusing on improving family fitness | 2015

Conducted surveys and contextual inquiries. Created user personas and storyboards to communicate use cases. Wireframed and tested the interactions in UXPin. Created app screens using Photoshop and Illustrator. Built an interactive prototype that was used to conduct usability tests with families.

#DASH | Diet tracking mobile app focusing on controlling hypertension | 2015

Interviewed participants. Performed competitive analysis. Created a user journey map. Designed and wireframed an app to control hypertension by helping patients to adhere to DASH diet. Conducted usability tests to refine the prototype.

INPROL | User experience research for INPROL.org | 2014

Conducted heuristic evaluation, usability testing and interviews to discover usability issues of INPROL.org. Provided detailed recommendations to improve the user experience.

Pix2Bits | Fitness tracking photo capturing mobile app | 2013

Conceptualized and prototyped a mobile app that brings emotion to data. Designed and implemented usability test to refine the prototype.