

# Golnaz Andam

UX/UI Designer

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## About

A curious UX/UI designer who focuses on creating user-friendly and data-driven designs. I enjoy solving problems, improving user experiences, and collaborating with teams, which led me to pursue a career in UX/UI design.

## Skills

### Disciplines

- UX / Product Design
- UX / User Research
- User Interface Design
- Information Architecture
- Interaction Design
- Visual Design
- Content Strategy
- Business Strategy

### Methods

- Developing Survey
- User Interview
- Qualitative Research
- Quantitative Research
- Contextual Inquiry
- Affinity Mapping
- Persona Creation
- Heuristic Evaluation
- Card Sorting
- Competitive Analysis
- Rapid Prototyping
- Useability Testing
- Business Research
- SWOT

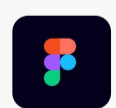
### Deliverables

- UX Wireframe
- Presentation
- Interactive Prototype
- High Fidelity Design
- User Journey Map
- Competitive Analysis
- UX Research Reports
- User Flow / Task Flow
- Scenario & Persona
- Storyboard
- Site Map
- Mood Board
- Visual Style Guide
- Responsive Design
- Presentation

### Personal Skills

- Collaboration
- Teamwork
- Flexibility
- Fast Learner
- Creative

## Tools



Figma



Miro



PowerPoint



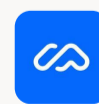
Photoshop



Google Form



Excel



Maze

## Language

Persian



Turkish



English



## Education

- 2023 **UX/UI In Action**  
UX Land School, ( Online )
- 2023 **UX Fundamental**  
UX Land School, ( Online )
- 2009-2013 **Bachelor Of Business Administration**  
Urmia Azad University, ( Urmia, Iran )

## UX/UI Work Experience

- Oct-Dec 2024 **UX/UI Designer | Ikkari Beauty**  
Design A Beauty Shop E-Commerce Website
  - Designed and executed UX research, including user interviews, site map, surveys, competitive analyses, and usability testing.
  - Performed testing to enable strategic recommendations.
  - Made multiple iterations of wireframes and interactive prototypes.
  - Created clickable prototypes through Figma and managed useability testing with different potential users.
- Jun-Aug 2024 **UX/UI Designer | Dallas Flower Florist**  
Redesign A Flower & Plant E-Commerce Website
  - Streamlined the information architecture and simplified complex processes for better user experience.
  - Improved user satisfaction by 71% through a clearer design hierarchy.
  - Conducted UX research including user interviews, heuristic evaluation, Journey Map, contextual inquiry, survey, competitive analysis and useability.
- Feb-Apr 2024 **UX/UI Designer | Berolina**  
Redesigned a Bakery & Pastries E-Commerce Website
  - Performed UX research, including user interviews, heuristic evaluations, journey mapping, contextual inquiries, surveys, competitive analyses, and usability testing.
  - Led a team of 2 in redesigning the website by focusing on streamlining user navigation.
  - Focusing on improving the user experience, the product categories were reorganized to enhance the shopping process and boost customer satisfaction.

## Other Work Experience

- 2017-2019 **Medical Tourism Manager | Ekol Hospital**  
Izmir, Turkey
- 2016-2017 **Reservation Manager | Zen Travel Agency**  
Istanbul, Turkey
- 2012-2016 **Reservation Manager | Lupin Travel Agency**  
Istanbul, Turkey
- May-Jul 2012 **Reservation Manager | Lupin Travel Agency**  
Izmir, Turkey