



YASSEE MOHEBBI

UX DESIGNER

USER EXPERIENCE DESIGNER WITH A BACKGROUND IN GRAPHIC DESIGN.
CONCEPT-DRIVEN & DETAIL-ORIENTED. PURVEYOR OF CONSISTENCY, COLLABORATION & INCLUSION.
PASSIONATE ABOUT MUSIC, ART, FOOD & CULTURE.

Product Experience

Optimizely · Staff Product Designer

APR 2021 - PRESENT | REMOTE

- ▶ Lead all design processes for Optimizely Data Platform (formerly Zaius) product.
- ▶ Collaborate with the Product Design team to give & receive feedback, improve design systems, and harmonize cross-product experience.
- ▶ Evangelize design thinking through cross-team presentations; participate in and advocate for ERG groups (Mentally Forward, Out@Opti, Women of Opti).
- ▶ Mentoring two colleagues since March 2022.

Zaius · Senior Product Designer

MAR 2018 - APR 2021 | BOSTON, MA

- ▶ Worked collaboratively with Product Management, Engineering, and other stakeholders to take projects through research & problem discovery, user experience design, interface & visual design, and usability testing.
- ▶ Led the initiative to create and maintain a component library & style guidelines.

DZone · Lead UX/UI Designer

JUN 2015 - MAR 2018 | CARY, NC

- ▶ Took business vision from concept through to research, design mockups, and often to front-end development for both website & software products.
- ▶ Began as a Graphic Designer, working on the Marketing team to create marketing and ad collateral, lay out publication content, design infographics, and help establish & maintain the branding through a website redesign.

Design Experience

Boston Sings [BOSS] · Web, Graphics & Social Media

NOV 2016 - PRESENT (VOLUNTEER)

- ▶ Coordinate social media & email marketing; create graphic & video content for social channels; manage website; produce print material (badges, certificates).
- ▶ Revamped and redesigned festival branding in 2017.

Freelance · Graphic Design

2014 - 2020

- ▶ Worked with various clients to provide personal & product-specific branding; logos; illustrations; business infographics; graphics & content for web, email, and social media; graphics for print collateral; and packaging design.

Education

NC State University · Bachelor of Graphic Design

MAY 2013

Introduction to Web Accessibility · Certification

NOV 2021

Skills

UX · UI · Visual Design
Design Systems · Branding
Information Architecture
Accessibility · HTML · CSS
Responsive Web Design

Process

Collaboration · Concept
Sketching · Wireframing
Interactive Prototyping
User Research · Testing
Front-end Development
Project Management

Tools

Figma · Sketch · InVision
Illustrator · Photoshop
Docs · Sheets · Slides
Jira · GitHub · Wordpress

Interests

Music · Singing · Crafts
Baking · Walking · Yoga
Video Games · Anime
Board Games · Puzzles
Psychology · Language

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