

# BARDIA ZADEH

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Selected Case Studies Portfolio: [www.Bardia.dev](http://www.Bardia.dev)

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## EDUCATION

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**Kennesaw State University, College of Computer Science, Kennesaw, GA**

May 2020

- Bachelor of Science Degree (B.S.) in Computer Science
- Focus on Interactive Design and Front-End Development
- **Relevant Coursework:** UX/UI Engineering, Software Engineering, Software Architecture & Design, Software Testing & QA, Software Development, Internet Programming
  - **Honors:** Deans List, HOPE Scholarship Recipient
  - **GPA:** 3.76/4.00
  - **SAT:** 2020 (Math 720, Verbal 710)

**Google UX Design Professional Certificate, Google Career Certificates, San Francisco, CA**

March 2023

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## PROFESSIONAL EXPERIENCES

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**Bravo Marketing Digital Solutions, Senior UX/UI Designer, Atlanta, GA.**

June 2020 – Present

- Conceptualized and executed over 325 custom UX projects, including but not limited to websites, mobile apps, e-commerce platforms, and innovative software applications, using data-driven insights from user research and information architecture (IA) analysis.
- Developed visually arresting, user-centric interfaces that optimize seamless and intuitive user experiences, receiving industry accolades and setting the benchmark for competitors.
- Mastered JavaScript, HTML, CSS, and other programming languages, skillfully transforming visionary concepts into immersive and interactive user interfaces that captivate target audiences.
- Conducted extensive user research and applied IA principles to create user flows, wireframes, and prototypes that ensure a deep understanding of user needs and expectations, driving the success of each project.
- Continuously surpassed user expectations by delivering exceptional, results-driven solutions that boost traffic, skyrocket conversion rates, and generate quantifiable business impact, positioning clients as trailblazers in user experience.

**DoorStain Home Remodeling Solutions, Co-Founder and Director of Product Design, Atlanta, GA.** (Part-Time towards the end)

August 2017 – May 2020

- Applied design thinking and astute project management skills to propel the company's growth and establish its reputation as an industry leader in home renovation.
- Pioneered inventive solutions tailored to clients' unique needs, bolstering operational efficiency and client satisfaction.
- Revolutionized operations and streamlined processes, driving substantial improvements in efficiency and productivity.
- Orchestrated the design and execution of prestigious government projects, including the Georgia Capitol Building and Georgia Supreme Court, showcasing exceptional design capabilities.
- Developed bespoke, high-quality remodeling and construction services, cultivating enduring relationships and repeat business.

**BEZ Management & Marketing Group, Manager of Digital Analytics and User Experience (UX), Multiple Locations.** (Part-Time)

March 2019 – May 2020

- Employed data analysis expertise, process enhancement, and operations management to accelerate client growth and elevate success rates.
- Devised and implemented high-impact marketing strategies, fueling substantial increases in subscribers and followers across social media platforms.
- Created cutting-edge software and tools for tracking and analyzing user behavior, generating data-driven insights that informed pivotal marketing and design choices.
- Prioritized relentless optimization of digital campaigns, boosting conversion rates and revenue growth for clients while maintaining perfect alignment with business goals and objectives.
- Managed an impressive portfolio of large digital assets, encompassing multiple social media accounts with over 1.5 million audiences each, thriving YouTube channels, high-traffic websites, and e-commerce platforms.

**Micrer LLC, Product Design Engineer, Marietta, GA.** (Started as an Intern then progressed to Part-Time/Full-Time)

March 2013 – June 2017

- Pioneered the design and production of innovative, custom 3D printers, contributing to significant revenue growth and increased market share.
- Showcased compelling designs to major clients, offering seamless integration support and exceptional customer service to foster enduring partnerships.
- Applied expertise in Product Management and User Research to spearhead the company's product development and delivery initiatives, ensuring market competitiveness.
- Revolutionized production processes and streamlined operations, driving substantial efficiency gains, productivity improvements, and cost reductions.

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## SKILLS & INTERESTS

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**Skills:** User Experience (UX) Design, User Interface (UI) Design, Design Thinking, Information Architecture, Interaction Design, Prototyping and Wireframing, Web Analytics and Data Analysis, Agile Methodologies, Cross-functional Collaboration, Written and Verbal Communication, Front-end Development (HTML, CSS, JavaScript), Responsive Design, UX Strategy, User Experience, Design (UED), Graphic Design, Product Management, Project Management, Usability Testing, Adobe Photoshop, CAD, Web Design, Front End Developer, UX Research, Usability Testing, Prototyping and Design Tools

**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, InVision, Balsamiq, Google Analytics, Google Data Studio, Optimizely, Google Optimize, Asana, Trello, Slack, HTML, CSS, JavaScript, React, Bootstrap, jQuery, WordPress, Shopify, Visual Studio Code, Atom, PyCharm

**Interests:** Flying (Student Pilot), Aerial Photography, Outdoors Recreation, Boating, Swimming, 3D Printing, Designing, Skiing, AI, VR, Learning new skills.

**Languages:** Fluent in Farsi (Persian) and English