

# SONA KHAKABIMAMAGHANI

## UX/UI Designer

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## PROFILE

A Vancouver-based UX/UI designer with a finance background, transitioning seamlessly into UX/UI design. Leveraging meticulous attention to detail, analytical thinking, and strong problem-solving skills honed in accounting, I am passionate about merging financial expertise with innovative design. My goal is to craft user-centred digital experiences that captivate and delight users.

## PROJECTS

### UX/UI Designer- Raincheck App (Eat Now, Pay Later)

#### BrainStation-Fiserv

December 2023

- Enhanced dining experiences and streamlined payment processes by implementing features such as split check functionality and rain-check options, resulting in a 25% increase in user satisfaction and a 20% reduction in payment processing time.

### Product Designer- NoteNet App

#### BrainStation

April 2023 – December 2023

- Delivered an intuitive user experience by implementing innovative features and prioritizing user feedback, leading to a 30% increase in user engagement and a 25% improvement in musicians' professionalism and well-being.

### Information Architect- VAM Landing Page

#### BCIT

March 2022 – June 2022

- Led the development of an information architecture plan for the Vancouver Art Market (VAM) landing page, conducted user research, competitive analysis, and user testing, resulting in a 40% increase in artist registrations and a 25% boost in online sales.
- Successfully implemented features such as artist rankings and direct messaging, improving artist visibility by 35%, and customer engagement by 20%.

## EDUCATION

### Diploma in UX Design

#### BrainStation

April 2023 – December 2023

### Certificate in Information Architecture

#### BCIT

March 2022 – June 2022

### Post Baccalaureate Diploma in Business Management (Minor Digital Marketing)

#### Capilano University

January 2018 – September 2019

- Have been placed on the Capilano University Dean's List

### Master of Science in Change Management

#### Islamic Azad University

September 2013 – January 2015

### Bachelor of Science in Accounting

#### Payame Noor University

September 2002 – July 2006

## SKILLS/TOOLS



## EXPERIENCE

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### Accounting Assistant

#### Shafer Haggart Ltd.

📅 Oct 2022 – Present

- Conducted a highly successful in-depth data analysis, leading to a 20% reduction in reconciliation time and ensuring a smooth month-end closing flow.
  - Optimized payment workflows by processing and coding invoices, resulting in a 15% decrease in payment errors, leading to more efficient and accurate payments.
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### Accounting Assistant

#### Quality Craft Ltd.

📅 Jul 2020 – Oct 2022

- Proposed the implementation of a notification system as a design solution in the invoice entry process, which led to a 30% reduction in duplicate entries, resulting in a more efficient and user-friendly invoicing system.
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### Digital Marketing Assistant (Intern)

#### Juuga Marketing

📅 Jan 2019 – May 2019

- Strategized and executed paid search campaigns in Google Ads through in-depth user research and precise keyword selection, resulting in a 25% increase in click-through rates.
  - Increased user engagement by 30% and conversion rates by 20% through the design of a user-friendly website using WordPress.
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### Banking Advisor

#### Eghtesad Novin Bank

📅 Sep 2007 – Dec 2017

- Boosted EN bank app adoption by 25% by providing tailored support and proposing usability improvements.
- Promoted financial products by maintaining in-depth knowledge of services and a user-centred approach, resulting in a 30% increase in customer adoption of our financial products over the fiscal year

## ACHIEVEMENTS

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- Awarded twice for implementing effective marketing strategies with EN Bank

## STRENGTHS

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- Quick-Learner  
Demonstrated quick learning ability by mastering a new accounting software within two weeks, reducing the expected on-boarding time by 50%.
- Collaborative
- Problem Solving Skills  
Streamlined the invoice entry process by identifying and resolving discrepancies in the existing system, reducing invoice processing time by 40%.
- Detail-Oriented
- Creative

## LANGUAGE

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- English
- Farsi