

SONA KHAKABIMAMAGHANI

UX/UI Designer

@ sona.khm@gmail.com

+1 778-957-4768

Vancouver, BC, Canada

https://sonakhakabi.com/

in www.linkedin.com/in/sona-khakabimamaghani

PROFILE

A Vancouver-based UX/UI designer with over a decade of experience in finance, transitioning to UX/UI design. Skilled in attention to detail, analytical thinking, and problem-solving from an accounting background. Passionate about merging financial expertise with design to craft user-centric digital experiences that captivate and delight users.

PROJECTS

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

BrainStation-Fiserv

December 2023

- Developed user personas, user stories, and flow diagrams, writing and content strategy, information architecture, and translating concepts into wire-frames, and low and high-fidelity mock-ups for iOS mobile devices.
- Enhanced dining experiences and streamlined payment processes by implementing features such as split check functionality and rain-check options for users.

Product Designer- NoteNet App

BrainStation

April 2023 – December 2023

- Contributed to the development of the NoteNet app, empowering musicians to thrive in their careers through a comprehensive platform for networking, collaboration, resource access, and community support.
- Delivered an intuitive user experience by implementing innovative features and prioritizing user feedback with a deep commitment to enhancing 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, integrating user research, competitive analyses, persona creation, user journey mapping, site mapping, and low-fidelity wire-frames and prototypes.

EDUCATION

Diploma in UX Design

BrainStation

April 2023 – December 2023

- Proficiency in tools like Figma and Adobe XD
- Expertise in user research, usability testing, and wire-framing
- Application of user-centered design principles
- Mastery of color theory and typography
- Enhanced communication and teamwork skills

Certificate in Information Architecture

BCIT

March 2022 – June 2022

Post Baccalaureate Diploma in Business Management (Minor Digital Marketing)

Capilano University

January 2018 – September 2019

- Knowledge of Digital Marketing strategies
- 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

Figma

Adobe XD

InVision

Photoshop

CSS

HTML

Sketch

Framer

WordPress

Responsive Web Design

User Research and Strategy

Creating Design System

UI Design

Analytics

Information Architecture

EXPERIENCE

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.

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.

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 and conversion rates through the design of a user-friendly website using WordPress.

Banking Advisor

Eghtesad Novin Bank

📅 Sep 2007 – Dec 2017

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

SKILLS

Wire-framing

Prototyping

User Testing

ChatGPT

POP App

Hootsuite

ActiveCampaign

ACHIEVEMENTS

- Awarded twice for implementing effective marketing strategies with EN Bank in 2015

STRENGTHS

- Quick-Learner
- Collaborative

BOOKS

- Don't Let Me Think – Steve Kurg
- The Design of Everyday Things – Don Norman

LANGUAGE

- English
- Farsi