

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

Volunteer UX Designer

Viewpoint.AI

📅 July 2024 – August 2024

- Developed and refined wireframes and prototypes using tools like Figma to streamline the design process and communicate ideas effectively to stakeholders.

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 by 30% and conversion rates by 20% 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 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

- Awarded twice for implementing effective marketing strategies with EN Bank

STRENGTHS

- 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

- English
- Farsi