

# TARA FARZIN

UX/UI / Product Designer

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**Portfolio**  
[tarafarzin.com](http://tarafarzin.com)

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**Location**  
Boston, MA  
San Diego, CA

## EXPERIENCE

### FirstGlance Lead UX/UI Designer | FirstGlance Literally Helping Startups

Jun. 2024 - Current

- Leading design efforts across the iOS and web applications of the FirstGlance product, including user interface, user experience, and brand identity
- Collaborating with cofounders on developing and maintaining design systems and guidelines, ensuring consistency and scalability across all features of the product
- Conducting user research, usability testing, and implementing iterative design to inform design decisions and improvements

### Design Processes and Practices Professor Assistant | Northeastern University

Jan. 2024 - Current

- Facilitating student learning and comprehension as a Professor Assistant for a Design Process and Practice course  
Grading assignments, tracking attendance, and leading engaging discussions on key course concepts
- Assisting by maintaining academic records, guiding lecture-discussion sessions, and highlighting important instructional objectives, while providing essential design process and practice knowledge to students

### Understanding Design Professor Assistant | Northeastern University

Sep. 2024 - Dec. 2024

- Fostered student design learning as a Professor Assistant by introducing the power of design thinking to undergraduate students across disciplines
- Graded reading assignments and lecture diagrams, tracking attendance, and facilitating in-class collaborative workshops
- Mentored students by providing advice and guidance during their ideation and prototyping processes

### Mobile Game Design UX/UI Intern | Tanbii

Jun. 2024 - Sept. 2024

- Designed and iterated wireframes, mockups, and prototypes for web and mobile applications, enhancing the overall user interface
- Composed designs for game assets, mission narratives, advertisement banners and overlays, and imagined advertisement event triggers for game promotion and engagement
- Conducted competitor analyses, market, investor and product research, informing designs and enhancing the overall user experience

### Links App UX/UI Intern | Fidelity National Title Company

Jun. 2021 - Dec. 2022

- Collaborated with the Links App UX/UI design team to create a database portal to accelerate marketing tools for sales representatives in the real estate title insurance business
- Created UI designs for New Mode Audio Visual's application Links, prior to and after its acquisition by Fidelity National Title
- Provided design concepts, research, wireframing, and prototypes

### PhotoPerfectApp UX/UI Intern | PhotoPerfectApp

May 2020 - Dec. 2020

- Designed medium and high fidelity prototypes for the company PhotoPerfect on their applications PhotoPerfectApp and VideoPerfectApp
- Conducted usability tests and user interviews, and implemented iterations into final application design

## SKILLS

### Tools

Figma, Illustrator, InDesign, Photoshop, 3D Printing, Laser Cutting, Adobe Suite, Blender, Hoverlay, Unity 3D, HTML, CSS, C#

### Design

User Testing & Research, Design Thinking, Brand Identity, Prototyping, Wireframing, Web/Mobile Interface, Iconography, AR/VR

### Languages

English, Farsi, Spanish

## EDUCATION

### Northeastern University

Sep. 2023 - May 2025  
Experience Design MFA | GPA 4.0

### University of California, Riverside

Sep. 2019 - June 2022  
Psychology BA | GPA 3.67

### University of California, Irvine

Apr. 2021 - Oct. 2021 | Certificate of UX/UI Design