

TARA FARZIN

UX/UI Designer

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Email
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Portfolio
tarafarzin.com

Linkedin
www.linkedin.com/in/tara-farzin

Location
San Diego, CA
Boston, MA

SKILLS

Tools

Figma
Illustrator
InDesign
Photoshop
XD
3D Printing
Laser Cutting
Arduino
Hoverlay
Unity

Design

User Research
Design Thinking
Brand Identity
Illustration
Site Mapping
User Testing
Iconography

Technical

HTML
CSS
Bootstrap
JavaScript

Languages

English
Farsi
Spanish

EDUCATION

University of California, Riverside
Sep. 2019 - June 2022
Riverside, CA
Psychology BA

University of California, Irvine
Apr. 2021 - Oct. 2021
Certificate of UX/UI Design

Northeastern University
Sep. 2023 - Apr. 2025
Experience Design MFA

Relevant Courses

Design Process & Practice
Prototyping for Experience Design
Notational Systems
Design for Behavior & Experience
Design Systems
Research Methods for Design
Immersive Media, History & Theory

EXPERIENCE

Design Processes and Practices Professor Assistant | Northeastern University

Jan. 2024 - Apr. 2024

- Facilitate 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 concepts
- Assisting by maintaining academic records, guiding lecture-discussion sessions, and highlighting important instructional objectives
- Providing essential design process and practice knowledge and experience to students

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 | PhotoPerfect

May 2020 - Dec. 2020

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

PROJECTS

Mall Miles

Apr. 2021 - Jun. 2021

- Conceptualized an app that enhances the shopping mall experience in a user-centric way, by means of virtual navigation, a real-time reporting feature, and rewards system to increase user engagement
- Conducted user research, visualized user personas and scenarios, and employed UX/UI principles for well informed designs
- Implemented user-testing to ensure an intuitive, user-first navigation experience

Hogar Infantil La Gloria Redesign

Jul. 2021 - Aug. 2021

- Analyzed and reassessed Hogar Infantil La Gloria's website through client-focused thinking, to improve content hierarchy and update the design
- Administered user and stakeholder interviews to guide redesign decisions and enhance the trust and credibility of the website
- Utilized data-modeling principles to reimagine the information architecture, highlighting the organization's mission statement and services more clearly, while ensuring an intuitive user-experience

It's Giving

Sep. 2021 - Oct. 2021

- Collaborated with a team to create a gift-giving app that facilitated and personalized the process for users, encouraging deeper connections between them and their loved ones
- Integrated features that documented users' loved ones' preferences, to offer tailored gift suggestions
- Created a design that generated thoughtful and meaningful gift ideas by leveraging user data, and increasing user interaction via a reminder and prompting system