

# MOHSEN DAEMI

| Apps | Software | Websites | Services |

I've studied, designed & researched UX/UI & user centered design in my **MS Design degree**. I also researched on interaction (HCI) design in my **BA design Degree**. I've worked within UI/UX design teams & independently for about **7+ years** as UX designer, UX researcher, user behavior designer, service/product designer & visualizer.

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## Skills & Keywords

HCI, Interaction design, Wireframing, Mockups, High/Low fidelity prototyping, UX design, UX research, UI graphics, Ergonomics, User center design, Input device interactions, Website UX, User behavior, Service Design, Product Design, Web design, Service design and development, 2D/3D Graphics

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## UX/ UI Design | HCI, UX Research

Located in Carlsbad, CA | 7+ Yrs Experience | MS In Design (UX/HCI)

### 2019–Now | Senior UX/UI Designer/Researcher @ Analystika California

I am the UX & UI designer/researcher, working within agile development and design environments and collaborating with stakeholders for developing UX of an application for Mobile & web. Its focused on auto Artificial intelligence (AI based) trading.

- I am working on usability testing, conducting field research on stakeholders, developing user personas, creating and managing user groups, focus groups and regular usability testing
- I started the Product design process & UX design from the scratch and I've delivered wireframes & prototypes and final UX/UI designs.

### 2011–2015 | Lead UX/UI Researcher & Designer @ fotoup Network (Start-up)

I was the lead UX researcher/designer. I started the design of the social network UX fundamentals from the scratch. I started as UX specialist and after 2 year I became the lead of research and design in UX, leading a group of 5 designers. fotoup continued to be live till 2018 & actively developed till 2016.

- I was responsible for all Product research usability testing, conducting field research, creating user personas, user groups and usability testing
- I lead UX of all versions of the android application of the Startup.
- I developed the main website services, designed the UX aspects of the project and social network features in fotoup.

### 2014–2019 | Design Visualizer @ UMass Design & Planning Team

My position was the visual design & graphics end in the design team.

- My tasks included infographics and presentations design, concept visualizations, 3D/2D designs. I held this position while studying my UX Masters as an assistantship award.

### 2012-2014 | Web UX & UI Graphic Designer @ Venakey LLC

- I developed interfaces and graphics of number projects, venakey.com and peacecorpsiran.org and some more.
- Tasks included, websites designs & branding graphics, providing graphic assets and managing contents.
- I did web layout, mockups, interfaces presentations and implemented the website within WordPress.

### 2009-2012 | Visual Designer @ Cube Studio

I was in charge of all 3D & Motion graphics animations and advertising videos.

- I visualized many design projects. This was a project based position and while I was studying BA.

### ❖ Master's in Design (UX) | 2016 | University of Massachusetts Amherst, MA

UX/UI Research & Design in design software targeting designers as the user groups.  
**Thesis:** Usability of Design software tutoring systems' UX/UI and intuitive real-time usability of design systems, both BIM & graphics design software. Focused on how UX can activate or curb design creativity.

### ❖ B.A in (Product) Design | 2011 | University Of Science And Technology, Teh

Interactive Input devices, like mouse and relative HCI platforms.  
**Thesis :**HCI and 6 degree of freedom in computer interaction Inputs design, is a 6 DOF possible in a relative or absolute platforms.

**UX Design:** Invision Studio | Adobe XD | (+Familiar with other UX apps like Axure, Sketch, Balsamiq, Figma, Proto.io etc)

**Graphics:** Photoshop | Cinema 4d (2D) | Art rage studio | Adobe Illustrator | InDesign | (+Familiar with other Adobe apps)

**Time Base Graphics:** Adobe premiere | Sony Vegas Pro | Cinema 4d (3D)