



Hello!

Behzad Ghaffarian

I'm a Product Designer.
I Think, Design and Code.

My superpower is Creativity.

Details

Name	Behzad Ghaffarian
Date of Birth	July 23, 1983
Education	Software Engineering - DNIIT
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Experience

World Singles Networks

July 2014 – Present
Contractor (Full-time)

Senior Product designer

I have been in charge of directing the project from scratch. I designed, developed and led the frontend team to redesign and develop the whole web app, which is being used by millions of people all around the globe. This new design has increased some of the main KPIs 2x-4x which have had a great impact on company revenue and success. I have been part of Design and Frontend Dev teams as well as Product, BI, and Revenue teams.

- Defining project objectives, envisioning system features and functionalities by analyzing user requirements, the current system, and competitive research.
- Brainstorming, Information architects, Redesigning, Sketching the new Single Page Web Application.
- Collaborating with product managers to deliver innovative, clean and effective design solutions for product to ensure that web application meet both business needs and customer expectations.
- Participated in Product, BI and Revenue teams to evaluate product performance and plan the path to success.
- Setup and work on BI, using Google Analytics, New Relic, FullStory, Google Data Studio.
- Generated UI workflows and wireframes with associated UX and information architecture considerations.
- Developed innovative visual designs, screen layouts, user interface elements, typography and color palettes.
- Designed a visually engaging, flexible and scalable web application for web and mobile devices.
- Designed User Interface and User Flow of a new Dating mobile application with more than 20 screens.
- Building up and lead the Front-end team
- Mentor other team members in front-end development approaches and best practices.
- Planning, architect and determining development infrastructure of the new SPA.
- Leading and developing the frontend of new SPA with latest web technologies like React.js, Redux, PostCSS, CSS3, HTML5, Webpack, etc..
- Developing light, forward-thinking, responsive and scalable React UI components.
- Design and development of responsive email templates.

Senior UI/UX Designer & Front-End Developer

- Defining user interface style guides and template
- Leading, brainstorming, defining and contributing to proposition, product and design strategies
- Help creating visually engaging, flexible and scalable product design solutions for web and mobile devices.
- Creating visual designs that effectively communicate brand and product identity, including design and production of concept sketches, mock-ups, layouts, iconography, and user interface components.
- Creating user interaction models, prototypes and design specifications
- Collaborating with product managers, and developers to deliver innovative design solutions for products and ensure that web designs and applications meet both marketing goals and end user needs
- Using trending design tools like Photoshop, Illustrator, InVision, Skala
- Leading and developing the front-end of product with latest web technologies like CSS3, HTML5, jQuery, RWD, Bourbon.io, Neat bourbon, Git etc...
- Translate requirements and mockups into fully functioning features.
- Controlling all frontend coding decision from start to finish and employing creative solutions
- Optimizing product for mobile and Improving performance of it to be run under 30fps
- Using trending development tools like SublimeText, Git, SVN, Codekit, SASS, HAML Google DevTools, etc...

Toptopic.com
Dec 2013 – Sep 2018
Founder

MapJam.com
Sep 2013 – Sep 2014
Contractor (Full-time)





Behzad Ghaffarian

Likeourselves.com

May 2010 – Aug 2014
Employee

UI Designer, Front-End developer

- Created design/user flows and wireframes
- Designed user interface of mobile and desktop websites.
- Collaborated with development team and translated prototypes and mockups into launch-ready, pixel-perfect, valid HTML/CSS/Javascript
- Used design and development tools like Coda, Mercurial, Bitbucket, Google DevTools, Google App Engine, Photoshop, Illustrator, etc...
- Conducting product and design audits of existing product

KeeleUX

Jan 2011 – Sep 2013
Contractor (Full-time)

UI/UX and Graphic Designer

- Produced high-quality visual designs, from concept to execution, including work for desktop, web, and mobile devices
- Developed brand identities and guidelines or applying existing to new products
- Collaborated with product managers, other UX/UI designers, content specialists, and developers to deliver innovative design solutions for client's products and ensure that designs and applications meet both client and end user needs
- Worked closely with the creative director to execute projects and creating digital assets includes user interface of web and mobile applications, promotions, websites, icons, and more...
- Translated usability findings into design improvements
- Assisted in print materials as necessary

Bornis Group

Jan 2001 – Jan 2011
Founder

Co-Founder

- As a founder assist in wide area like Marketing, Sale, PR, Support, presenting work to clients, etc. as necessary

Bornis Soft

Jan 2001 – Jan 2011
Founder

Software Developer

- Assisted in development of software technical documentation.
- Participated in development of many internal and contracted projects, includes RMS, learning applications and flash presentations.
- Supervision, develop, code, test and debug new moderately complex software solutions or enhancements to existing software in a maintenance capacity.
- Researching and understanding of business application problems with software and resolve them.
- Using technologies like VB.net, C#, SQL Server, Flash Action Script

Bornis Web

May 2001 – Jan 2011
Founder

Web Designer & Developer

- Designed and Developed more than 30 websites
- Helped to develop design patterns, standards, and best practices to define and implement design criteria
- Designed and prepared visual assets of websites and web applications
- Developed pixel-perfect websites using HTML, CSS, Responsive Web, JS, jQuery, Flash, PHP, MySQL, Joomla, WordPress, WP mu, OS Commerce.





Behzad Ghaffarian

Personal Qualities

- More than 18 years of experience with product design and development across multiple platforms, brands and environments
- Strong collaboration skills with ability to receive and incorporate peer / stakeholder critique as well as provide meaningful critique
- Ability to find simple creative solutions to complex problems
- Exceptional eye for detail. I strive for the highest quality in everything I design and develop, down to the pixel
- A team player with excellent communication, negotiation and presentation skills
- self-motivated and able to motivate colleagues
- Ability to lead a project from concept, to design, development and production
- I love what I do!

Skills

UI/UX and Web Design In-depth knowledge of design disciplines, User research, Information architects, Content strategy, Paper sketching, Creating user flows and wireframes, Prototyping, Mocking up, High fidelity Visual Design, Responsive Web Design.

Web Development SPA, ReactJS, Redux, HTML5, CSS3, SASS, LESS, HAML, Responsive Web Development, RTL Development, JS, jQuery, Flash, PHP, MySQL, Joomla, WordPress, WP mu, OS Commerce, Git

Software Development (Desktop App) VB 6.0, VB.net, C#.net, Java, SQL Server, Flash Action Script

Tools

Mac OS, Windows, Adobe Illustrator & Photoshop, Adobe XD, Framer, CodeKit, Hammer, GitHub, SourceTree, Sublime Text, VirtualBox, Browser Sync, Terminal, DiffMerge, Chrome Dev Tools, Corel Draw, Screen Flow, Microsoft Visual Studio, Microsoft Office suite, Harvest, Slack, Skype, Hangout, GDrive, Google Docs, Campaign Monitor, Google Analytics, FullStory, Dropbox, Unfuddle, Asana, Invision, ... The Internet :)

Other Skills

Design/Print Graphic, Branding, Package, Print/CMYK Design

Pro Photography Art, Advertising, Industrial, photo retouching

Work Samples

Software Development

RMS Software: Persys (restaurant management system) Designed for *IT providers LTD* - UK

Learning Softwares: Jajoom, Ghoorgital, DigiMosh, e-Puzzle, Coloring e-book, ...

Flash Presentation Design: Ghahsomar, Bornis Group, IranPlastPack, Persys

Web Design & Development

worldsinglenetworks.com, IranianPersonals.com, Toptopic.com, Mapjam.com, srsmedical.com, Likeourselves.com, BornisNetwork.com, pond5.com, Behzad.me, zibanegah.com, onskygroup.com, thesongofsparrrows.com, mostanadtasvir.com, ...

UI & Graphic Design

Please see my works at <http://behzad.me> and <http://dribbble.com/behzad>

Photography

Please see my photographs at <http://instagram.com/behzad>