

# Ali Rezajoo

## Principal Experience Designer

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### PROFESSIONAL EXPERIENCE

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#### Truist bank

Principal Experience Designer

Charlotte, NC

APR 2021 - Present

- Design lead at Digital Commerce team; accountable for design quality and common components across the Contact Center and Consumer apps: Credit Cards, Deposits, Lending, and Investment apps.
- Develop design strategy, discovery, and UX analysis to drive improvement in KPIs.
- Conceptualized and implemented innovative AR/VR apps for XR Lab; filled 3 patents in 2022.

#### Wells Fargo

Senior Experience Designer - Information System Designer

Charlotte, NC

Jan 2020 - Apr 2021

- Consolidated processes and user flows across 6 LOBs; delivered BPMN diagrams, wireframes, and high-fidelity prototypes for the Tax and Collateral Management applications.
- Conducted heuristic evaluations and usability testing to enhance information architecture and accessibility.
- Optimized search experience and examined 6+ funnels; decreased task completion time and error rates.

#### Synechron

Senior Experience Designer

Charlotte, NC

Sept 2018 - Dec 2020

Projects:

WellsFargo, B2B Tax platform

Barings, Salesforce Community/Investment Center

- Led UX process and facilitated design thinking workshops to deliver MVP and Post-MVP design solutions.
- Designed pixel-perfect layouts and applied accessibility best practices to a B2B Tax platform and investment dashboard (Salesforce).
- Assessed KPIs and formed an all-in-one performance dashboard for leaders; reduced tracking and reporting time by 80%.

#### Freelance

Product Design Consultant

Charlotte, NC

2018-2023

Recent projects:

The Social Institute: Gamified, online learning platform.

PersOwn: Instant point-of-care testing and health platform.

- Developed and delivered UX strategies, user flows, wireframes, and high-fidelity prototypes with visual and accessibility specs for 5 clients in Education, Retail, Healthcare, Event, and Entertainment industries.
- Identified key user experience pain points and evaluated the performance of design solutions.
- Motivated and facilitated clients to develop a cohesive style guide to standardize design patterns.

## **Forsat Emrooz Newspaper**

Product Design Consultant - Webmaster

Tehran, Iran

2014-2017

- Managed a 3-member cross-functional team (designer, developer, SEO) to develop and integrate digital solutions for the newspaper's CMS.
- Optimized marketing landing pages and implemented SEO strategies, resulting in increased subscriptions. The website ranked among the top 100 popular websites in the country.
- Launched cross-sell strategy and membership tiers, resulting in 12k+ memberships in the first year.

## **GSM Group**

User Experience Designer (UI/UX)

Tehran, Iran

2014-2017

- Redesigned public and admin-facing web apps, proposed gamified landing pages and enhanced mobile experience for over a million monthly visitors.

## **Peyke Bartar**

User Experience Designer (UI/UX)

Tehran, Iran

2013-2014

- Interviewed stakeholders to identify opportunities; redesigned and tested 4 popular web projects, including a business directory, an online community, and two News apps.

## **Bisoton Studio**

User Interface Designer

Tehran, Iran

2010-2012

- Designed and illustrated marketing materials and user-friendly templates for 20+ web and multimedia projects using Joomla, Drupal, WordPress, and Flash.

## **EDUCATION**

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University of Applied Science and Technology

Bachelor of Applied Science - BASc, Information technology and communication

Tehran, Iran

2008-2012

## **CERTIFICATIONS**

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How to Design for Augmented and Virtual Reality

Interaction Design Foundation

Business Analysis Modeling Skills & Techniques

The BA Guide

Designing, Running and Analyzing Experiments

UC San Diego

Human-Computer Interaction - HCI

Interaction Design Foundation