

Nina Shamloo

Senior UX Designer

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[Nina Portfolio](#) • [Nina LinkedIn Profile](#) • Anaheim, CA

Summary

Experienced UX Designer with expertise in SaaS, including Shopify and WordPress platforms. I have a proven track record of aligning design solutions with business objectives and user needs, crafting seamless, user-friendly experiences that drive engagement and conversions. Skilled in the end-to-end design process, from user research and wireframing to delivery and post-launch optimization. Proficient in building responsive designs and implementing scalable Figma design systems to ensure brand consistency. My expertise spans Enterprise UX and consumer-facing platforms, with a keen eye for accessibility and usability across web and mobile. Passionate about enhancing digital experiences through data-driven design and creating impactful solutions that deliver real results.

Career Experience

Solution Community, Delaware

12/2024 –Present

Lead Product Designer

Leading the development of features for a non-profit Solution Community platform, focusing on fostering collaboration, knowledge sharing, and problem-solving among users.

- Aligning product strategies while designing the Fundraising and About Us pages to encourage donations and support organizational goals.
- Managing tasks and project timelines using Click Up for effective collaboration and delivery.

Jonathan Y, New York

07/2024 –12/2024

Senior UX/UI Designer

Led the design strategy and vision with a strong focus on user-centered practices, collaborating closely with the CEO and development team. Used Figma to create and refine designs, delivering intuitive and inclusive user experiences that aligned with business goals and Jonathan Y's unique values.

- Achieved a 25% increase in click-through rates and a 15% rise in scroll rates by revamping the homepage layout to highlight key product categories, based on insights from Mouseflow reports.
- Reduced bounce rates by 18% by improving navigation clarity and focusing on accessibility, restructuring categories, and implementing consistent styling.
- Achieved a 16.9% growth in page views within 4 weeks post-launch by redesigning product detail pages with a cleaner layout, clearer call-to-action buttons, and a smart cross-selling product solution.
- Decreased cart abandonment by 12% through optimizing the cart page for faster checkout and improved navigation.
- Analyzed user behavior data using tools like Google Analytics and Mouseflow to identify areas for improvement and enhance user engagement.
- Communicated closely with the developer to implement design changes and ensure all Shopify sites are optimized for various devices and screen sizes.

Pattern Brands, New York

01/2024 –06/2024

UX Consultant

Collaborated with VP and analyzed Google Analytics data for Pattern Brands, a multi-brand company including Onsen, Letterfolk. to develop and implement user-centered design practices, conducting research to address pain points effectively.

- Re-categorized and streamlined Onsen navigation, addressing usability concerns, enhancing user experience, and boosting conversion rates, while aligning with product taxonomy to achieve stakeholder satisfaction.
- Crafted a user-centric homepage Figma wireframe for Letterfolk, optimizing information hierarchy to present diverse product categories effectively, enhancing user engagement, and delighting stakeholders as final testing progresses.

Vital Proteins, Chicago
Senior UX Designer

03/2022 – 08/2023

Collaborated cross-functionally with engineers, VP, and designers to develop and implement human-centered design practices, including regular usability testing and research to continuously improve user satisfaction and address pain points.

- Led the entire UX process for redesigning the main navigation, resulting in a remarkable 31.6% purchase rate and highest-ever conversion rate for "Shop Collagen" CTA.
- Achieved a 10% increase in the customer journey from HP to PCPs on mobile devices within three weeks of launching the new navigation.
- Gained a 20% increment in user engagement compared to last year by designing and employing a "Holiday" LP.
- Created an impressive "Our Story" page showcasing brand history, mission, and values to enhance brand loyalty.
- Established a comprehensive multi-brand design system for seamless design alignment and implementation across teams, creating Figma tokens and variables to enhance consistency and efficiency.
- Bridged the gap between developers and designers by creating effective UI guidelines based on Tailwind standards, ensuring consistency and a smooth transition from design to development.

EZCAZA, Florida
Senior UX Designer

10/2021 – 03/2022

Collaborated with stakeholders and real estate experts at EZCAZA to create an inclusive B2B dashboard for homebuyers, sellers, vendors, and agents, streamlining communication and document sharing for greater efficiency.

- Oversaw interaction design and information architecture to optimize the overall user experience.
- Formulated a unified and user-friendly Figma design system for UX designers and developers, encompassing elements, typography, colors, spacing, and other vital components.

CANVELLO, Santa Clara
Lead Product Designer

09/2020 – 10/2021

Established an e-commerce platform specializing in vintage rugs, furnishings, illumination, and embellishments. Performed thorough investigations encompassing competitive analysis and usability trials to enhance the consumer journey.

- Enabled users to compare up to three items in detail and save their comparisons for future reference, resulting in a 90% customer satisfaction rate during figma prototype testing.
- Incorporated Augmented Reality (AR) visualization, furnished inspiring room displays, and introduced rug services for trade, cleansing, and restoration.

DMV Bazaar, Washington D.C.
UX/UI Designer

10/2019 – 09/2020

Implemented professional sub-filtering to efficiently organize products and improve navigation from homepage to checkout.

- Conducted user testing with loyal customers, the prototype achieved a 98% customer satisfaction rate.
- Designed and developed a user-friendly and accessible main navigation system for product categories as well as ensured feasibility in implementation, resulting in a 100% customer satisfaction rate.

Bartarandishan Co, International
UX Researcher

08/2016 – 08/2019

Conducted user interviews, usability to inform design decisions, optimized information architecture, and improved the UI.

- Conducted comprehensive qualitative and quantitative research, including user interviews, surveys, usability testing, and data analysis, to inform user experience improvements for RFID device interfaces.

Mentorship Experience

Great Learning Platform, University of Texas

05/2024 – Present

adplist.org

08/2023 – Present

Tools

Figma | Axure | Adobe XD | Sketch | Adobe Photoshop | Adobe Illustrator | Zeplin | Jira | Click up | Asana | Miro | UserTesting.com | Content Square | Google Analytics | Google Optimize | Hotjar | Survey Monkey | Salesforce | Word Press | Wix | React | CSS | HTML | Java Script | Bootstrap

Industry Concepts

Design Strategy | Design Sprint | User Experience Design | Visual Design | User Interface Design | Responsive Mobile & Web Design | Usability & A/B Testing | User-Centered design | User localizability | Mobile-First design | Information Architecture | Storyboard | Workflow | Wireframe & Prototyping | Persona & Scenarios | User Journey Map | User Research | Accessibility | WCAG | Design System Integration | Data Analysis | Project Management | CRO | Data-Driven Design | Agile Methodology | Heuristic Evaluation | Data-Informed Design | B2B | B2C | SaaS | Front-end Development | WCAG 2.1 AA standards

Soft Skills

Time Management | Strategic & Innovative Thinking | Problem-Solving | Risk-Taking | Teamworking | Cross-Team Collaboration | Communication | Details-Oriented | Storytelling | Leadership & Mentorship | Adaptability and Agility | Consistency | Empathy | Creativity & Innovation | Presentation Skills | Flexibility | Analytical and Process-Oriented | Customer Obsession | Feedback Receptivity | Open-Mindedness | Critical Thinking | Writing documentation

Education and Certifications

Associated of Art, SAC, Santa Ana, 2020

Masters of IT Management, Ferdowsi University, 2013

Bachelors of IT Engineering, Azad University, 2010

Google Certificates: UX Design, Analytics Professional, Agile Project Management, Google SEO, Google Digital Marketing & E-commerce, ML Foundations