Aida Hemassi

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💼 Experience

Jun 2024 – Aug 2024	**UX/UI Designer Internship**
	Tanzer GmbH
	• UX/UI designer, working with Figma and WordPress (Elementor)
	• Design of brand new and redesign of existing websites for various clients
2017 – 2019 Zagreb, Croatia	**Office assistant** *Utilis d.o.o.*
2016 – 2017 Zagreb, Croatia	**Laboratory Technician (color coatings)** *SMART ENGINEERING SOLUTIONS D.O.O.* Laboratory assistant in the production and testing of nanocoatings for wood and plastics.

🎓 Training

Oct 2023 – Apr 2024	***UXLand*** • UX Fundamentals • UX/UI in Action
Nov 2022 – 2023	***The Interaction Design Foundation*** Online-Training UI/UX
2018	**Training to become a "Computer programmer of Internet applications"** *Algebra University College*
2005 – 2010	**Bachelor's Degree, Ceramic Materials Engineer** *Azad University (IAU)*

📚 Skills

UX Research • User Interface Prototyping • Heuristic Evaluation • Affinity Diagramming • Artificial Intelligence for Design • Competitive Analysis • Design Thinking • Personas • Journey Mapping • Wireframes, Prototypes, User Flow, User Scenarios • Figma, Miro, Canva • HTML, CSS • WordPress (Elementor) • Team work

🌐 Languages

Persian
Native speaker
● ● ● ● ●

English
B2
● ● ● ● ○

German
DTZ Telc B1
● ● ● ○ ○

Croatian
B1
● ● ● ○ ○

📁 Projects

Jun 2024 – Jun 2024

Client project 1
Name available on request
Project: Landing Page Design During my internship,
I took on the challenge of designing the landing page for the Client website. This project was a great opportunity to apply my skills and learn new ones. Here's a breakdown of my experience Design Process:

Created multiple landing page concepts using Figma.
- Sourced eye-catching images from Freepik to enhance the designs.
- Developed several iterations to give the client a range of options.

Guidelines Skills Developed:
• Improved my Figma skills, learning new features and workflows
• Got better at choosing and integrating stock images that fit the brand.
• Had great discussions with my mentor about design hierarchy and font choices.

Sharpened my ability to explain design decisions clearly This project really boosted my confidence as a designer. I enjoyed the challenge of creating something both visually appealing and functional, while also meeting the client's expectations. It was a valuable real-world experience that taught me a lot about the design process from start to finish.

Jun 2024 – Aug 2024

Project 2
Webinar Landing page
Webinar Website and Landing Page During my internship,
I worked on the Company's webinar website and landing page. This project underscored the importance of design in marketing and taught me how to guide users effectively.
My key tasks and learnings included:
• Design Drafting
• Used Figma to create initial design concepts, focusing on clarity and user-friendliness.

• **Web Development Experience:**
• Gained hands-on experience with WordPress and Elementor.
• Learned website creation and modification through instructional videos, with support from my mentor.

• **Responsive Design:**
• Designed a lighter version of the landing page for optimal viewing on tablets and mobile devices.
• Ensured consistent and efficient user experience across all platforms. These tasks helped refine my skills in website design, user experience, and adapting designs for different devices, enhancing my understanding of the critical role of intuitive design in successful marketing strategies.

Jul 2024 – Aug 2024

Project: Start and Landing Page Design For the Client project
I created desktop, tablet, and mobile versions for the landing and start pages. Key tasks and learnings included:

Design Creation:
- Used Figma to design layouts tailored for each device size.

- Focused on intuitive navigation and visual clarity to enhance user experience.
- Incorporated feedback to refine designs for better engagement.

Web Development with WordPress:
- Transitioned designs into WordPress using Elementor while preserving design consistency.
- Customized elements to fit the specific requirements of different device interfaces.
- Ensured that all interactive components functioned smoothly across platforms.

Problem-Solving:
- Addressed and resolved design challenges related to responsiveness.
- Collaborated with team members to implement solutions effectively.
- This project strengthened my skills in responsive web design and effective collaboration, highlighting the importance of ensuring a seamless user experience across all devices.

Jan 2024 – present

Car Management Service (website and mobile app)
The project includes a website (landing page) and a mobile app, focusing on car servicing and repair.

The landing page allows users to book appointments, view services, and download the app.

The mobile app provides reminders, upcoming service alerts, notifications, a service log, trip recording, and the ability to schedule appointments.

- UX Research
- User Survey
- Interviews
- Affinity Diagram
- Brainstorming
- Persona
- Competitive Analysis
- Sketch
- Figma Prototype (ongoing)
- Usability Test (planned)

Nov 2023 – Jan 2024

Dallas Flower Shop Redesign
This is my second project. I was tasked with enhancing the UX and UI for the Dallas Flower Florist website.

- Heuristic Evaluation
- UX Research
- User Survey
- Interviews
- Affinity Diagram
- Persona
- Competitive Analysis
- Wireframes
- Figma Prototype
- Usability Tests

Oct 2023 – Nov 2023   **Clothes e-commerce web shop**
As a UX Designer centered on UX research and education, my work resulted in creating an interactive Figma prototype.

My project activities included:

- UX Research
- User Survey
- Interviews
- Affinity Diagram
- Persona
- Competitive Analysis
- Sketching