

Saina Salamipour > UI/UX Designer

Vancouver, BC, 6043994210, [Portfolio](#), [LinkedIn](#)



+ Professional Summary

A versatile UI/UX Designer with Graphic Design background over 15 years of experience across B2B, SaaS, EV, healthcare, and digital agencies. Skilled in user-centred design, wireframing, prototyping, usability testing, and design systems, with a proven track record of creating solutions that improve user satisfaction and drive business success. My approach combines creativity with strategic thinking to solve complex problems.

+ Tools

- + Adobe Creative Cloud (After Effects, Photoshop, Illustrator, InDesign, Premiere),
- + Figma
- + CorelDRAW
- + Invision
- + Zeplin
- + Airtable
- + Google Analytics
- + Miro
- + Asana
- + Jira
- + HubSpot
- + Mailchimp
- + Notion

+ Education

- + **BCIT** UX/UI Development
Master of Visual Communication
- + **Bachelor** of Graphic Design,
Art University
- + **Associate** of Visual Arts,
Science & Art University

+ Certificates:

- + Google UX Design
- + Web Design
- + Designing Complex Apps for
Specialized Domains,
(Nielsen Norman Group)
- + Animation & Video Editing
- + Professional Photography
- + Member of IXDF
- + Member of UX Conference
- + Municipality Workshop,
Award Recipient for the Best Urban Poster

+ Professional Experiences

Senior UI/UX Designer

Vancouver, CA

PanGenomic Health Corporation

Nov2022 – Present

PanGenomic is a public health company that has developed the CareWithNara app, Mindleap app, and Mujn.ai—revolutionary self-care platforms.

- > Conducted user research and testing to inform and refine immersive experiences for self-care apps, integrating gamification elements that increased engagement by 70%.
- > Built responsive web and iOS applications, utilizing HTML/CSS to deliver consistent and functional interfaces aligned with brand standards.
- > Established and maintained a cohesive and trendy brand identity across digital platforms, including responsive websites and targeted landing pages.
- > Partnered with cross-functional teams, including product managers and engineers, to deliver high-fidelity designs and prototypes for enhanced feature rollouts and product updates.

Lead UI/UX Designer

Vancouver, CA

ACEL Power, Inc

Dec2021 – Nov2022

- > Developed a cohesive design system through branding research.
- > Created tailored user experiences with storyboards, wireframes, and prototypes, boosting interaction by 80%.
- > Led UX research, use case analysis, and testing, enhancing mobile and web usability by 75%.
- > Tested UI elements, including CTAs, layouts, and branded assets for consistency.
- > Collaborated with engineers and project managers to deliver, troubleshoot, and improve designs.

UI/UX Designer

Vancouver, CA

Speak Design, Inc

Jan2021 – Dec2021

- > Designed and develop Wordpress responsive web and mobile experiences, maintaining brand consistency and user engagement, including WordPress sites.
- > Led ideation to enhance products, drawing on market research and user feedback.
- > Created compelling graphic assets for marketing, from social media and web design to presentations and promotional materials.

Lead UI/UX Designer

Doctoreto.com

Feb2017 – Dec2020

- > Led the complete redesign of a healthcare platform used by over 5,000 users, improving user satisfaction and engagement through data-driven design decisions.
- > Developed and implemented a user research framework to support ongoing product development and improve design outcomes.

+ Volunteer Experience

UI/UX | Graphic Design

Vancouver, CA

VancityGirlsWhoWalk.com

Feb2022 – Present

I created impactful content to empower women in health and wellness, ensuring the platform was engaging and accessible to support their well-being.

- > Branding and Marketing
- > Built eCommerce Website