

# Roozbeh Ashari

Email: [roozbeh.ashari@gmail.com](mailto:roozbeh.ashari@gmail.com)

Cell: (818) 524-8722

LinkedIn: [/roozbeh-ashari](#)

Portfolio: [Figma prototype](#)

---

## PROFILE SUMMARY

Driven and skilled UX/UI and Product Designer with a strong background in product development and a history of meeting deadlines while ensuring customer satisfaction. I am looking for a long-term position as a UX/UI Designer or Product Designer. I excel at collaborating with various departments and coordinating with team members and managers to deliver projects on schedule and within budget. My technical expertise and leadership abilities are key to fostering company success and advancing my career.

## PROFESSIONAL ATTRIBUTES

- Strong project management, design, delivery, and consulting abilities
- Proven experience in developing process flows, sitemaps, wireframes, prototypes, and other user experience deliverables
- Eager to learn and utilize the latest web technologies
- Skilled at balancing strategic objectives with the immediate needs of clients and the organization
- Effective collaborator with the ability to influence executive management
- Energetic, committed, and results-driven with a track record of success
- Proficient in Adobe XD, Sketch, Figma, and other wireframing and design collaboration tools

## EXPERIENCE

### Sr. UX/UI Designer (Contract) | InvestCloud & Elash Design Studio

Apr 2024 – Present

- Led comprehensive UX/UI design projects, encompassing research, wireframing, prototyping, and user testing to develop user-focused digital experiences.
- Worked closely with cross-functional teams, including developers, project managers, and stakeholders, to deliver design solutions that meet both business objectives and user needs.
- Produced a variety of design deliverables, including UX wireframes, presentations, interactive prototypes, low- to high-fidelity designs, user journey maps, competitive analysis reports, UX research reports, user flows, task flows, scenarios, personas, storyboards, site maps, mood boards, empathy maps, and responsive designs using Figma and Sketch.
- Crafted visually appealing and user-friendly interfaces for e-commerce, subscription, and informational websites using tools like Figma.
- Developed interactive prototypes and animations to effectively communicate design ideas and gather feedback from clients and team members.
- Leveraged data and analytics to guide design choices and enhance user engagement and retention.

## **UX/UI Designer | InvestCloud, Los Angeles, CA**

**Jan 2021 – Apr 2024**

- Designed a wide array of B2B and B2C financial SaaS products for clients, ideal for white-labeling.
- Led a team of two designers, overseeing projects from initial concept to final delivery.
- Collaborated with cross-functional teams to identify user needs, ensuring projects were completed on time and met client expectations.
- Developed custom user interfaces, navigation structures, and site assets tailored to client specifications.
- Created working prototypes for user testing and design iterations.
- Designed intuitive interfaces for financial products by applying user-centric design principles and customizing elements based on client requirements.
- Led responsive design efforts to ensure optimal cross-device performance for enterprise dashboards and customer portals.
- Contributed to the development and refinement of a scalable design system to streamline UI consistency across multiple client platforms.
- Worked closely with product managers and developers to define feature requirements, reduce design debt, and improve usability metrics across client implementations.

## **Jr. UX/UI Designer | Elash Design Studio LLC, Los Angeles, CA**

**Nov 2018- Jan 2021**

- Conducted user research and usability testing, and created wireframes, mockups, and interactive UI prototypes to enhance solutions for clients across various industries.
- Designed and developed high-fidelity prototypes using Adobe XD and Sketch to validate workflows and visual systems.
- Created user personas and journey scenarios to inform functional and accessible design choices at key touchpoints.
- Supported agile development teams by fostering momentum and flexibility within informal sprint structures.
- Perform a complete design process for eCommerce platforms, from initial concept to prototype, including A/B testing to validate features.
- Collaborated closely with clients to define requirements, streamline user flows, and ensure design aligns with business objectives.
- Delivered user-focused digital products tailored to the needs of modern, growth-driven clients.
- Provided strategic UX, visual design, and product consulting services, ensuring the timely delivery of impactful solutions.

## HIGHLIGHTED PROJECTS

- Marketplace Network for Manufacturers  
*Lead UX/UI Designer*
- Marketplace Network for Distributors, InvestCloud  
*UX/UI Designer*
- icPink Financial Wellness, InvestCloud/Ameriprise  
*UX/UI Designer*
- Prospect Portal, InvestCloud  
*Lead UX/UI Designer*
- Advisor and Client Portals, InvestCloud  
*UX/UI Designer*
- Advisor-Led Financial Planning, InvestCloud  
*Lead UX/UI Designer*
- Retirement Model Management Functional Design Study, InvestCloud/Nationwide/Wilshire  
*UX/UI Designer*
- Trading for Clients, InvestCloud  
*UX/UI Designer*
- Proposal Generation for Advisors, InvestCloud  
*Lead UX/UI Designer*
- CRM Updates for Advisors, InvestCloud  
*UX/UI Designer*

## AREA OF EXPERTISE

- (UX) User experience design: UX strategy, wireframes, live prototyping
- (UI) User Interface Design and Development
- (IA) Information architecture: content mapping, sitemap
- Visual design: creative direction, screen typography, style guide, branding
- B2B & B2C Applications
- E-Commerce responsive websites
- Executing a project from A-Z
- Mobile-First & Native App Design

## EDUCATION

- Certificate in User Experience Design  
*UCLA EXTENSION*
- Bachelor of Science in Industrial Engineering  
*AZAD UNIVERSITY, IRAN*