

Neda Rahimi
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EDUCATION

Purdue University Bachelors of Science in UX Design | *Certificate in Collaborative Leadership* | 3.94 GPA
Google Certificate, *Fundamentals of Digital Marketing*

EXPERIENCE

- Verizon** | *UX Design Intern* May - August 2024
- Discovered an accessibility issue while conducting a heuristic evaluation of a production webpage; designed a high-fidelity prototype to resolve
 - Proposed a solution including data-driven marketing initiatives and timely eligibility alerts to reduce user fallout in the home internet sector, projected to increase profit by \$6.2M by adding 7.6K orders a month
 - Documented 11 defects while performing spot testing for new branding
- Baha'is of Germany** | *Freelance UX Designer* December 2024 - present
- Improved user experience across digital platforms by conducting user research, analyzing community needs, and prototyping solutions, aligning outcomes with organizational goals
- Keylime Interactive** | *Lead UX Researcher* | University Project August - December 2024
- Led a team in researching, designing, and iteratively testing an AI-powered financial literacy tool that improves budgeting efficiency by 85%, specifically tailored to Gen-Z's needs. Ensured effective communication with stakeholders, and oversaw A/B testing, user research, and the creation of high-fidelity wireframes.
- Hoka** | *CX Designer* | University Project August - December 2023
- Streamlined the customer journey to discover ideal shoe models tailored to user preferences through co-design and usability testing, which boosted satisfaction.
 - Facilitated usability testing to validate design decisions and refine feature functionality, leading to more user-centric solutions.
- Alzerina Jewelry** | *UX Designer Intern* May - August 2023
- Consulted with client to determine website objectives, identified key issues hindering those goals, and successfully resolved them
- Cisco** | *UX Designer* | University Project January - May 2023
- Conducted in-depth research and analysis to design a streamlined mobile app layout with features that enhanced the user experience for the "Cisco U" learning platform.
 - Utilized methods such as stakeholder interviews, competitive analysis, wireframing, and click-testing to create a user-driven design that balanced functionality and innovation.
- Hack the Future** | *Lead UX Designer* August 2022 - May 2023
- Collaborated with a team of 8 developers to design an interactive map that enables users to gain an appreciation for the historical significance of their city
 - Developed comprehensive wireframes and mockups that balanced the client's objectives with the technical constraints

SKILLS

Software Tools / Programming Languages: Figma, Sketch, Adobe Photoshop, Illustrator, InDesign, ProtoPie, Miro, After Effects, Canva, WordPress, HTML, CSS, JavaScript (Basic), APIs, Design Systems, UX Writing, Wireframing, Prototyping, Storyboarding, Usability Testing, User Research, Power BI, Microsoft Office Suite, Interaction Design, Product Development, Strategic Product Thinking, Cross-functional Collaboration

LEADERSHIP AND CAMPUS INVOLVEMENT

- Women in Technology** | *Mentor* August 2022 - present
- Guides women within the CGT department to provide support, advice, and resources to enhance their college experience
- UX Design Club** | *Member* August 2022 - present
- Networks with peers to share insight and promote a user-centered approach to design
- Baha'i Club** | *Founder/President* August 2022 - present
- Organized meaningful conversations and community service initiatives to foster unity and social impact
- Junior Youth Group** | *Animator* June 2018 - present
- Guide a group of middle schoolers through meaningful conversations about their ability to affect a positive change in their local communities