SAYENA MAJLESEIN

Sr. Multimodal Designer

A data-driven designer with an engineering perspective.
Lead UX/UI designer for one of Time Magazine's 100 best inventions of 2020.

sayenamajlesein.com
sayena.majlsn@gmail.com
https://www.linkedin.com/in/sayena-majlesein/
541.579.4312

Experience

Passbook by Remitly (Time Magazine's 100 Best Inventions of 2020)
Lead UX designer • SEP 2019 - PRESENT

• Achieved 65% activation rate within the first two months of launching Passbook by leading the interaction, visual, motion, and information architecture design.
• Established the 5-day data-driven design process by building Passbook (PB) research strategy, PB research pool, PB design system manager, and PB product analytics tool using Mixpanel.
• Designed and shipped up to 4 high-quality features per week by doing collaborative ideation, rapid prototyping, design research, and building parts of the UI in React Native.
• Increased customer satisfaction by more than 15% by integrating the Lottie animation library and designing animations and micro-interactions in After Effects.
• Established an effective design operation by working directly with the engineers and PMs and reporting to the VP.

CBT Nuggets
Lead UX designer • MAY 2018 - SEP 2018

• Optimized the process of managing and monitoring learners' progress for the CBT Nuggets website (a B2B product) by 40% by leading the information architecture, visual, and interaction design.
• Finalized the project a month sooner than expected by rapidly developing high-fi mockups and prototypes and managing the design research.
• Improved project delivery by 50% by established CBT Nuggets design operation, leading collaborations with developer teams, and successfully applying design sprints.

Twenty Ideas
Lead UX engineer • FEB 2018 - MAY 2018

• Leveraged AI to design an educational platform using a learning algorithm that can grade writing assessments in Spanish with better statistical significance than human graders by managing the pilot study, customer research, and prototype testing.
• Designed low-fi and interactive prototypes to test, analyze Voice User Interfaces for Spanish language learners, and compiled customers' feedback to work them back into the agile workflow.
• Created user story maps and developed usability tests that resulted in the sound execution of projects.
• Worked directly with clients, stakeholders, and engineers on multiple projects.
• Designed and built front-end pattern libraries in React and TypeScript that resulted in rapid project development.

Dreamdrawing Studio
UX designer • JAN 2015 - JAN 2017

• Facilitated the client's product vision rapidly by researching, conceiving, sketching, prototyping, and user-testing experiences for strategic and instructional games.
• Designed and built the design system manager by creating functional prototypes for testing that resulted in launching the Beta without any usability issues.
• Received 90% customer love for the visuals by conducting a workshop to design interfaces, visuals, illustrations and animations with players collaboratively.

Shahid Beheshti Cyberspace Research Institute
UX researcher • SEP 2015 - SEP 2016

• Worked with two graduate students in the HCI lab to improve the usability of Farsi websites for the elderly in Iran.
• Contributed to the design of a usability testing platform in Matlab that increased the velocity of data for experiments.
• Contributed to the design of a more accurate Farsi Text-to-Speech (TTS) service with natural voices by conducting interviews, facilitating focus groups, and doing prototype testing with the elderly.
• Analyzed qualitative and quantitative data using affinity diagrams, and designed high-fi mockups.

Master's capstone

Sponsored and advised by Amazon
Lead UX designer • DEC 2018 - AUG 2019

Led the interaction and UX design for the 6-month master's capstone project sponsored and advised by Amazon.
• Reached 90% customer satisfaction for the final concept by creating prototypes of varying fidelity, conducting usability sessions, and doing rapid experimentations.
• Applied design sprints effectively by building a responsive component library, design system, design specification, and leading visual, interaction, information architecture, motion graphic, and voice UX design.
• Effectively defined customer segment and business requirements by conducting customer and expert interviews, diary study, and a design workshop.

Education

University of Washington
Master's in Human-Computer Interaction and Design
SEP 2018 - AUG 2019 | SEATTLE, WA

Shahid Beheshti University
B.S. in Computer Science
SEP 2013 - JUL 2017 | TEHRAN, IRAN

Skills

Design
Sketch • Figma • Principle • Adobe Illustrator • Adobe Photoshop • Adobe AfterEffects • Omnigraffle • Collaborative Ideation • Participatory Design • Wireframing • Flow Diagramming • Data Visualization • Rapid Prototyping • Storyboarding • Spec Work • Information Architecture • Product Strategy • Motion Design • Interaction Design • Visual Design • VUI

Qualitative Research
Focus Groups • Observation • Design Evaluation • Ethnographic Research • Task Analysis • Contextual Inquiry • Semi-structured Interview • Affinity Diagramming • Heuristic Evaluation • Diary Study

Quantitative Research
Surveys • Data Analysis • Experiment Design • A/B Testing • Mixpanel (product analytics)

Programming
HTML5 • CSS3 • JavaScript • TypeScript • React • Java • React Native

Languages
English • Farsi/Persian • Spanish

Awards

Time Magazine's 100 Best Inventions of 2020
Lead UX designer • NOV 2020
Led the design for Passbook by Remitly, one of Time Magazine's 100 best inventions of 2020.

Hack for a Cause (Eugene, OR)
Lead UX designer • APR 2018
Led the design for team Shrimp, the winning product of Egan Warming Center challenge 2018.

Activities

Women of MENA in Technology
Design mentor • OCT 2020 - PRESENT
Offering free mentorships in virtual conferences to help designers:
• improve their portfolio and resume
• grow in their careers

Amazing design people list
Design mentor • MAR 2020 - PRESENT
Mentoring 6 designers from Iran to:
• help them pursue their career goals
• improve their portfolio and resume