

SAYENA MAJLESEIN

Product designer

I am a passionate, data-driven, and intuitionistic product designer with 5 years of experience bringing an engineering perspective and creative problem-solving approach to improve people’s lives by applying **inclusive** , **creative** , and **meaningful** solutions.

Experience

Passbook by Remitly

SEP 2019 - PRESENT

Product designer II

- Achieved the following as the first and sole designer of Passbook by Remitly, the bank account for multi-nationals:
- Worked on complicated problems, designed MVP, short-term, and long-term solutions that resulted in a 65% activation rate and an increase in other major metrics.
 - Built Passbook design system, research pool, and contributed to the product strategy that resulted in the successful launch of the Passbook app in December 2019.
 - Conducted customer interviews and testing sessions that resulted in shipping multiple high-quality features per week.
 - Built Passbook product analytics via Mixpanel and implemented tracking events in React Native that helped with prioritization by building a customer-centered and data-driven team culture.
 - Integrated Lottie animation library in React Native and designed animations in After Effects that led to an increase in customer satisfaction.
 - Contributed to the front-end development by building parts of the app.
 - Reported directly to the VP while collaborating with multiple PMs and engineers across different projects.

Amazon - Graduate capstone

DEC 2018 - AUG 2019

Lead UX designer

- Built a responsive component library, design system, and specification in Figma that accelerated design iteration.
- Led concept development along with visual, interaction, information architecture, and motion graphic design.
- Created prototypes of varying fidelity to test assumptions and concepts rapidly to provide multimodal commuters with a travel system that will allow them to transport themselves in a personalized, safe, and time-effective manner.
- Conducted customer and expert interviews, diary study, and a design workshop that resulted in a comprehensive understanding of commuters’ needs and pain points.

CBT Nuggets

MAY 2018 - SEP 2018

Lead product designer

- Led collaborations with developer teams, designed the information architecture, and developed high-fi mockups and prototypes for the admin section of the website.
- Applied story mapping that helped optimize breaking down business requirements into actionable user stories.
- Established CBT Nuggets design operation and successfully embedded design sprints into the organization culture which improved project delivery by 50%.

Twenty Ideas

FEB 2018 - MAY 2018

UX engineer

- Managed Pilot programs for multiple products while communicating directly with participants and stakeholders.
- Analyzed customers’ feedback rapidly and compiled findings to work them back into the agile workflow.
- Built adequate front-end pattern libraries in React and TypeScript that resulted in rapid project development.
- Created user story maps and developed usability tests and acceptance tests that resulted in sound execution of projects.

Dreamdrawing Studio

JAN 2015 - JAN 2017

Full-stack UX designer

- Facilitated the client’s product vision by researching, conceiving, sketching, prototyping, and user-testing experiences for strategic and instructional games.
- Created functional prototypes for testing while designing and developing the UI components.
- Designed the information architecture of the system that led to seamless, effective, and pleasant experiences.
- Performed market research and competitive analysis that helped
- Collaborated with users to create illustrations and animations for multiple products.

Shahid Beheshti Cyberspace Research Institute

SEP 2015 - SEP 2016

UX research assistant + front-end developer

- Worked with 2 graduate students in the HCI lab to improve the usability of Farsi websites for the elderly.
- Contributed to the design of an adequate usability testing platform in Matlab that helped increase the velocity of data in experiments.
- Conducted interviews and facilitated focus groups with the elderly.
- Analyzed qualitative and quantitative data using thematic analysis and affinity diagrams.

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

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 InDesign • Adobe AfterEffects • InVision • Abstract • Omnigraffle • Collaborative Ideation • Participatory Design • Wireframing • Flow Diagramming • Data Visualization • Rapid Prototyping • Storyboarding • Spec Work • Information Architecture • Design Operation • Product Strategy •

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 • Regression Analysis • A/B Testing • Mixpanel

Programming

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

Languages

English • Farsi/Persian • Spanish

Activities

Amazing design people list

MAR 2020 - PRESENT

Design mentor

Currently, I'm mentoring 6 designers from Iran to:

- help them pursue their career goals
- improve their portfolio and resume
- learn new design and/or research skills

DUB at the UW

OCT 2018 - AUG 2019

Student Organizer

- Collaborated with speakers and the DUB committee at the University of Washington to organize HCI seminars.
- Conducted skill-sharing workshops focusing on human-centered machine learning, feminist HCI, design ethics, and designing VUIs.

Hack For a Cause 2018

APR 2018

LEAD UX ENGINEER

Designed and prototyped the winning product for team Shrimp in the Egan Warming Center challenge 2018.