NK

Mahsa Khoshkbar Foroushan
UI/UX Designer

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CAREER OBJECTIVE

I'm an award-winning multidisciplinary designer, integrating design thinking, technology, and functionality to harmonize Human-Centered Design with environmental sustainability.

EXPERIENCE

Web UI/UX Designer | QuingPro Inc. | Internship
March 2024 – Present | Houston, Texas
- Designing End-to-end user journey including wireframes and prototypes.
- User testing and developing the website UI/UX.

UI/UX Designer | Mercedes-Benz Research & Development North America Inc. | Internship
Jul 2023 – Feb 2024 | Carlsbad, California
- Conceptualize diverse driving modes by forecasting future user needs.
- Visualize concepts with storyboards, wireframes, and videos.
- Utilize Figma and ProtoPie for crafting advanced interactive prototypes.
- Design and prototype seamless Mixed Reality experiences in cars.

User Researcher/Material Developer | Carhartt | Sponsored Project
Sep 2022 - Dec 2022 | Detroit, Michigan
- Analyzing market and materials ,Observing factory, Interviewing seamstresses.
- Designing functional and sustainable solution based on gathered insights.

CX Designer | Soha Holding Inc. | Full-Time
Nov 2019 – Sep 2022 | Dubai, UAE
- Customer Research and Analyze.
- Creating moodboards, style guides,User flow and Final design delivery.

UX/UI PROJECTS

- **SmartBite (Mobile App)** assists busy families in managing their inventories and reducing food waste by helping them make informed decisions about what to cook and purchase.

- **Motown Murals (Mobile App)** is an entertaining web-based app that helps you discover Detroit's most beautiful murals and navigate you to enjoy a fun day in the city by using new A.I. technologies.

- **Mind Cruise Drive Mode Concept (Automobile)** transforms your commute into a sanctuary for idea retention amidst digital overload, safeguarding your thoughts and fostering deep learning during commutes.

- **Beyond Travel (Air Yacht)** offers an exclusive interface for air yacht passengers. Control the onboard environment and stay connected seamlessly with cutting-edge AR technology.

- **Route Ranger (E-Bike)** is an innovative interface aimed at enhancing the user experience during e-bike rides, prioritizing comfort and convenience by eliminatingthe need for external phone applications.

EDUCATION

MA, User Experience Design (HCI)
College for Creative Studies, Detroit
Sep 2022 – Dec 2023

MA, Textile Design
Alzahra University, Tehran
Jan 2017 – Feb 2020

BSc, Aerospace Engineering
K.N. Toosi University of Technology, Tehran
Sep 2011 – Sep 2015

PROFESSIONAL SKILLS

- **Skills**

User Research: Future Trend Forecasting, Fly on the wall, Interview, questionnaire, empathy, Data Analyze.
User Experience Design: Agile development process, HMW, Persona development, Interaction Design.
Visual Thinking: Storyboard, Journey Map, User Flow, Process Map, Diagram, Wireframe, Prototype.
Graphic Design: Color Theory and Material Design.
Usability Testing: Layout Prototyping, Kano Model.
Spatial Design: Inerface and Interaction design for 3D environments including AR, MR and mobility systems.
A.I: Using open A.I.s for research, sound design and coding.

- **Soft Skills**

Eager to Learn, Cross-Functional Team Communication, Creative Problem Solving, Market and Product Vision, High Adaptability and Emotional Intelligence.

- **SoftwareSkills**

UI/UX: Figma, Adobe XD, Sketch, InVisio,Miro, Mural
3D Design: Unity, Cinema 4D (Familiarity),KeyShot
Graphic Design: Adobe Photoshop, Illustrator, InDesign
Videography: After Effect, A.I.
Web Development: HTML,CSS, JavaScript
Sound Experience Design: A.I.

HONERS & AWARDS

- ARS Electronica Festival, Published Project in Conference, College for Creative Studies, USA, 2023.
- Hagopian Graphic Design Competition Scholarship Award, USA, 2023.
- Winner of Otentu's Despite Competition,USA, 2023.
- Winner of Rasch Wallpaper Design Competition, 2018.
- Ranked 10th among up to 4,000 participants in Nationwide University Entrance Exam, Iran, 2017.