



Narges Tavakoli

Product Designer (UI/UX) | Design Strategist



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225-302-2809

WORK EXPERIENCE

Arrow Electronics | Centennial, CO

UX Designer [March 2022 – Present](#)

I elevate the E2E user experience across Arrow Electronic platforms (B2C and B2B) by conducting user research, ideating, designing, prototyping, usability testing, and iterating on user feedback. This includes enhancements to key areas such as the Product and Manufacture pages, optimizing the Single Sign-On experience, and improving the visibility of our content.

University of Wisconsin-Stout | Menomonie, WI

Assistant Professor in Graphic Design & Interactive Media

[Aug 2020 – Jan 2022](#)

I taught Intro to Web Design (HTML, CSS, JavaScript) and User Experience Design courses at the Undergraduate and Graduate levels.

Jobinja | Tehran, Iran

Product Designer [May 2017 – Aug 2017](#)

Collaborating with stakeholders and cross-functional teams, I led the integration of a CV builder feature into Jobinja, Iran's leading recruiting website. Through ideation, design, and usability testing, I crafted a user-friendly experience with a dedicated CV building landing page. This feature offers users professional templates and simplifies the hiring process for recruiters with standardized CVs and resumes.

Netbarg Daily Deal | Tehran, Iran

Product Designer [Jun 2016 – May 2017](#)

In an agile environment, I collaborated with designers and developers to boost the success of two products, Netbarg and Chilivery. Netbarg offered daily discount coupons, and Chilivery pioneered online food delivery in Iran. I played a key role in ideation, prototyping, testing, and implementing creative solutions, producing high-fidelity prototypes for iOS, Android, and Web platforms.

Hoodad GR | Tehran, Iran

Product Designer [Dec 2014 – June 2016](#)

In this tech startup, I contributed to various products mainly a music streaming app called Hamahang. As part of my role, I took ownership of user research, sitemap creation, user story mapping, wireframe building, visual design, and product testing.

EDUCATION

Louisiana State University | BR, LA

[2017– 2020](#)

MFA in Graphic Design

Art University of Tehran | Tehran, Iran

[2012 – 2015](#)

MA in Visual Communication

University of Tehran | Tehran, Iran

[2007 – 2011](#)

BS in Statistics

CERTIFICATES

User Experience (UX): The Ultimate Guide to Usability and UX

David Travis | Udemy | [2020](#)

SKILLS

HTML5, CSS3, JavaScript

Figma, Sketch, Invision Studio, Adobe XD, Adobe Photoshop,

Adobe Illustrator, Adobe Indesign

COMPETENCY

Design Thinking, Visual Design, Design Systems, Interaction Design, Prototyping, Wireframing, User Research, User Interviews, User Journeys, Contextual inquiry, User Personas Usability Testing, Information Architecture, Responsive Web Design, Mobile Design, Web Accessibility Guidelines

CONFERENCES

AIGA Design | Online | [2020](#)

UXPA | Online | [2020](#)

Crop | Baton Rouge, LA | [2019](#)

AIGA Design | Pasadena, CA | [2019](#)

AIGA Decipher | Ann Arbor, MI | [2018](#)