

# Rez Khederzadeh

## Product Designer

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### PROFESSIONAL SUMMARY

UX Product Designer with 4+ years of experience conducting user research and translating insights into wireframes, flows, and interactive prototypes. Strong background in e-commerce and service-based platforms, with hands-on experience in user interviews, usability testing, and journey mapping. Passionate about aligning design with user behavior to create data-informed, conversion-focused experiences.

### EDUCATION

#### University of California, Irvine

##### Master of Human-Computer Interaction

Capstone 1: "Empathetic XR for Enhanced Interface in Autonomous Vehicles"

Capstone 2: "HealthBook+" In-Depth UX Analysis for a BioMedical Startups, Applied behavior-centered UX principles to improve trust and usability.

#### Azad University, Kharg Island, Iran

##### Bachelor of Science in Engineering

### SKILLS

#### Design & Development

Problem Solving	Quantitative research
Lean UX Design	Qualitative research
Storytelling	Information Architecture
Data Analysis	Design Thinking
A/B Testing	Usability Testing
Data Visualization	Visual Design
Interface Design	Design Systems

#### Tools

Figma	Adobe Photoshop
Notion	Dovetail
HTML5, CSS3, JS5	Unity
Blender	Webflow

### DESIGN EXPERIENCE

#### The Lux Rider | San Pedro, CA | Mar 24 - Feb 25

##### UX/UI Designer

Worked directly with the operations team to understand customer needs and designed tools to streamline booking workflows.

Performed competitive analysis and presented design recommendations to leadership for digital upgrades

#### Deadstock | Los Angeles, CA | Dec 21 - Dec 23

##### UX/UI Designer

Led end-to-end UX and UI design for a digital sneaker marketplace, optimizing multi-step flows and user journeys across web and mobile.

Reduced checkout abandonment by 15% through A/B testing and data-driven refinements to user flows.

Collaborated in agile 2-week sprint cycles with PMs and developers to release incremental improvements tied to user pain points.

Created developer-ready specs, QA'd implementations, and partnered with front-end engineers to ensure accurate execution across breakpoints.

#### Legacy Car Rental | Los Angeles, CA | Mar 19 - Jul 21

##### Web Designer / Developer

Designed Visuals and executed content strategy resulting in growth in customer engagement in Los Angeles competitive market.

Optimized company website and digital tools using HTML, CSS, and Bootstrap, resulting in a faster page load speed as measured by Google Page Speed Insights.

### CERTIFICATION

Google	•	04.2021	Meta	•	05.2023	Kaggle	•	12.2024
User Experience Design			Principles of UX/UI Design			Basic Prompt Engineering		