

- 2016 - 2018  
Texas
- 2020  
Washington
- 2013 - 2015  
Iran
- 2009 - 2013  
Iran

## Master of Business Administration Marketing (MBA)

West Texas A&M University

### User Experience Design

UX land online school

### Master in industrial management

Azad University Science and Research Branch

### Bachelor of science in industrial engineering

Tehran Azad University

-  **BOZZUTO**  
2021 – 2023

### sales and Marketing

- Converting leads into community tours by following up with all prospects and providing helpful and compelling information about the community and neighborhood
- Conducting informative and personalized tours of the apartment community that result in new leases
- Building brand loyalty by ensuring that the resident experience is consistently stellar
- Generating awareness, interest and excitement via social media

-  **Freelance**  
2018 – 2019  
Freelance  
Tehran, Iran

### Small Business Analyst

- Gathering stakeholders' needs, concerns, and expectations. More importantly, I focused strongly on user needs.
- Preparing a competitive analysis report with benchmarks.
- Conducting comprehensive Market research through qualitative and quantitative research to unravel the "why" behind the customers' behavior.
- Coming up with initial solutions through user observations, interviews, focus groups, brainstorming, and many other required processes.
- Creating advanced insights from data and building them into easily interpreted visualizations.
- Doing Usability test, analyzing processes, and making recommendations to improve performance and efficiency of user's experience when interacting with products or systems.
- Demonstrated potential for design thinking, creativity, detail oriented, collaborative mindset, quick learning, independent thought, and strong teamwork skills.

-  **AM**  
2017 -2018  
American Marketing Association  
West Texas A&M University  
Texas (WTAMU AMA)


### Graduate assistant (vice president of social media)

- As a part of WTAMU AMA, our mission was to provide a collaborative atmosphere for students, faculty, and business people to share marketing ideas, knowledge and experiences.
- Engaging in experiential, academic and community activities that facilitate the professional development of students.

-  **aramark**  
2017 – 2018  
West Texas A&M University  
Texas

### Catering Event Staff

- Working under the instructions of an Event Manager.
- Providing, transporting, and preparing foods for clients, particularly for events such as conferences, weddings, celebrations, or gatherings which were held in the University.
- Setting up the front line with the equipment, plateware, and smallwares required to effectively serve all food products.

-  **Retail**  
2013 – 2015  
Baran Women's Clothing Store Full  
Tehran, Iran

### Retail sales Manager and Fashion Designer

- Involving in selecting textile from turkey and brought them to iran for woman's clothing production line.
- Creating new product designs for every season based on user needs and market research.
- Accelerating product development and coordinating production.
- Building clients relations to provide exceptional customer services.

- **DESIGN** • Wireframing • Flow Diagramming • Prototyping • Storyboarding • Information Architecture
- **RESEARCH** • Focus Groups • Observation • Semi-structured Interview • Affinity Diagramming • Heuristic Evaluation • Surveys • Competitive Analysis • Card Sorting • Site Map • Usability Test • A/B Testing
- **SOFTWARE** • Figma • Balsamique • Microsoft Project • Adobe Photoshop • Adobe XD • Invision
- **MARKETING** • Sales • Social Media • Market Research • Digital advertising skills • Content creation

## AWARDS

- **Alpha Mu Alpha** (May 2018)  
Alpha Mu Alpha is an honorary society of the American Marketing Association (AMA).
- **Beta Gamma Sigma award** (Oct 2017)  
Beta Gamma Sigma is the international business honor society for AACSB-accredited schools, which are the top 5% of business school programs around the world.

## CERTIFICATES

-  **Google Foundations of User Experience** (Apr 2021)
-  **Membership certificate** (Nov 2020)  
The Interaction Design Foundation
-  **MS Excel** (May 2013)  
Issuing authority AFNOR Middle East
-  **MS project** (Dec 2012)  
Tehran Institute of Technology