NIMA SABOOR - SR. UX CONSULTANT / PROGRAM MANAGER

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Career Profile

UX Program Manager with 15 years of experience managing UI/UX design & research projects. Conceptualized and managed full software/product development lifecycle programs ranging from $100,000 to $5 million in budget with team sizes from 5-32+ people, directly supporting UX organizations with cross-functional product and engineering teams. Influential team leader and problem solver able to integrate technical and non-technical communication to achieve dynamic and creative outcomes while driving project completion on-time.

Accomplishments

1. Project leader and product manager for an industrial import & export product guide. I selected, hired, & trained a cross functional team of 32+ that consisted of Sales, Marketing, Tech/IT. I was also the only linguistic liaison between several European offices (The Netherlands, France, Belgium, Ireland, UK, Germany and Luxemburg). I oversaw the development of the database to house the directory and the production to convert the printed material to digital format, while improving and streamlining the process of existing printed version. As well as, UI/UX design and implementation of the interface whereby the clients accessed the directories database. The project was completed before deadline and went live sooner, saving 15% from the $500,000 budget.
2. Visionary behind the first virtual websites: "Virtual Hotel, Virtual Iceland, Virtual Tourist, Virtual Airports & Cities". Resulting in 60% more returning guests, 980% site visit improvement that increased sales by 49% for each of the products. Efforts resulted in 47% increased cost efficiencies through new, creative and fresh designs, better customer service, and marketing for the organization. *Concept was sold to Nokia.*
3. Project Manager & System Architect for a CME medical training company, in house created 3D animations for surgical training. Managed workflow with internal and offshore contributors.
4. Successfully identified potential partnership and market opportunities for private and government sectors creating safety communication software between various emergency response departments within city, state and federal agencies.
5. Led a lively, interactive team environment and set scheduling expectations with regular cross functional communication to manage KPI's and required deliverables.
6. UI/UX designer, experienced with wire-framing, A/B testing, prototyping, Data Collection, Quantitative/Qualitative Research, and responsive/mobile applications, optimized SEO and performance allowing the understanding of time management & completion expectations for the team at each stage in development.

My Toolbox

- Adobe XD, Balsamiq, Invision Studio, Marvel, Axure, PincilApp, JustInMind, Proto.io, SketchApp, Flinto, Xtensio, Figma, Trello, Zeplin, Principle, ScreenFlow, Jira and more.
- Wire framing, Prototyping, Story Boarding, Card Sorting, User Acceptance testing, Website Strategy, Front/Back-end Development.
- HTML5, CSS3, Java Script, WordPress, Bootstrap, Stylus, JQuery, Github, Scrum, Atom, CMS.
- Adobe Suite CC, Photography, Videography/editing, Graphic Design.
- Excel at the creation and development of innovative UI/UX designs that increase the usability and effectiveness of websites using the latest responsive/mobile design.

Technical Skills

UI/UX Wire-framing, Prototyping, Consulting, Scrum, Project Management/JIRA, Back/Front-end Development, System Architect, Localization Expert, User Acceptance Testing, Creative Art Director, Responsive/Mobile Designer, as well as Coaching and Management.

Employment History

WebTuality, (WebTuality.com)   **2000 - Present**
Worked with private companies and governments on diverse products and web based projects for multiple platforms. My scope included UI/UX Designer & Researcher, System Architect, Project Manager & Web Developer. See online portfolio for numerous examples.

WorldWideWord Language Institute, *Freelance* (International)   **2003 – present**
Private Instructor in French and Dutch (conversation, reading, writing and grammar) to a wide variety of students, from business professionals to university students.

- French language teacher at Guanajuato University - Mexico.
- Exam prep and immigration.
- Translating documents & interpreting.
- Web content writing/translation in English, French and Dutch.

Academic Qualifications

Enrolled Online Courses/Trainings (Udemy, CodeAcademy, YouTube, etc.)   **Ongoing**
Scrum, Balsamiq, Invision, Marvel, Axure, PincilApp, JustInMind, Proto.io, Sketch, MySQL, PHP, Ruby, Python, Java, Swift, WordPress, Woo-Commerce and more.

Web Design/Web Development, Certificate, (The Netherlands)   **1996 – 1997**
HTML, Java script, CSS, Adobe Creative Suite, Web-Design, Programming & Marketing.

Entrepreneurial Training, Certificate, (The Netherlands)   **1994**
Management, Accounting, Marketing, Presentations, Planning, Communication, Public Relations, Project/Conflict Management, Negotiation, Contract Analysis and Writing.

Vrije University, BS, Software Engineering, (The Netherlands)   **1988 – 1990**
Software Engineering, HTML, XML, CSS, Java, Network, Web-design, Mathematics, Political Science.

Art & Design Academy, BA, (France)   **1985 – 1987**
Drawing, Painting, Photography, Videography, Graphic Design, and Art History.

Skills & Attributes

Languages: English, French, Dutch, fluently. Spanish, German, Russian, conversationally.

Endlessly curious polyglot, gadget junkie, tech enthusiast, dog lover, digital nomad and inventive thinker.