Elnaz Doostdar

[Portfolio](#)

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Staff Product Designer

Experienced designer excelling in enterprise SaaS and startups, skilled at managing complex projects and delivering impactful results. Specializes in user-centric solutions, effective requirement synthesis, and building solid cross-functional relationships through adaptable communication.

Technical Skills

User Research	Survey / Interview, Empathy Map, Competitive Analysis, Literature Review, User Flow, Affinity Diagram, Persona, Journey Map, Usability Testing
Design	Hand Sketch, Wireframe, Hifi Mockup, Prototype, Information Architecture, Design System, Responsive Web, iOS & Android
Development	HTML5, CSS3, jQuery / JavaScript, Bootstrap, React
Tools	Figma, Miro, Sketch, Adobe Suite (XD / Photoshop / Illustrator), Balsamiq, InVision, Frontify, Zeplin, Visual Web Optimizer, Keynote

Professional Experience

ServiceNow, Santa Clara, CA   Oct 2022 - Present
Staff Product Designer
Led the launch of Now Support's agent workspace MVP, enhancing tool efficiency for customer issue resolution, significantly boosting productivity and customer satisfaction. Established a benchmark for improved customer service management in the high-tech sector.

KANDJI, San Diego, CA   Apr 2022 - Jul 2022
Senior Product Designer
Designed a core MVP feature for Kandji's security orchestration platform, granting users full control over macOS device vulnerabilities, intelligence, and threat protection across their attack surface.

EQUINIX, Sunnyvale, CA   Jun 2020 - Mar 2022
Senior UX Designer
- Designed interactive self-service centralized network exploration and topology tool for network architects. Empowered them to design intelligent network solutions, build, configure, order, monitor, and troubleshoot their entire network.
- Redesigned Equinix interconnection portal information architecture to reflect relationships amongst networking elements and improved discoverability based on the user's mindset.
- Created an automated online self-service ordering experience for reserving servers that reduced expenses for customers and the business.

QUEST SOFTWARE, Aliso Viejo, CA   Jan 2016 - Feb 2020

Senior UX / UI Designer   Jan 2018 - Feb 2020

- Preserved 15% of PMs' time on executing projects from planning to closure by designing project planning and reporting features for an internal enterprise product from conception to implementation, improving workflow for several departments.
- Built a scalable, responsive, and accessible design library, reducing design deliverables time by 50% and improving design consistency across platforms. Contributed to the rebranding process of two major acquisitions.
- Launched stunning, responsive campaigns, landing pages, and product information web pages that seamlessly supported six different languages on the company's marketing website.
- Achieved 10% in deflection by redefining and automating user-flow challenges to contact support.

UX / UI Designer   Jan 2016 - Jan 2018

- Evaluated and redesigned Quest e-commerce to create visually stimulating UI and delightful user experience; Yielded reduction in customer support costs by 20%.
- Led qualitative and quantitative research efforts such as A/B testing using visual web optimizer, validating designs and training team members improving conversion rate.
- Pioneered resolving problems by introducing new tools, facilitating hand-off procedures to developers, accelerating work efficiency.

DELL, Aliso Viejo, CA   Mar 2014 - Jan 2016
UI Developer

- Launched pixel-perfect responsive web pages using Bootstrap framework amplified traffic and reduced bounce rate on tablet and mobile.
- Delivered a video gallery site using complex Ajax technology, enabling Dell to integrate overall video strategy across platforms improving accessibility.

QUICKSTART INTELLIGENCE, Irvine, CA   May 2013 - Mar 2014
UI Developer

Developed interactive responsive components in collaboration with remote engineers boosting mobile traffic by 50%.

BYTE INFORMATION TECHNOLOGY, Melbourne, Australia   May 2010 - Nov 2011
UI Developer

Developed & prototyped several pixel-perfect websites from PSD files for a wide range of clients using various tools, technologies, and content management systems.

Side Projects
FREELANCE   Feb 2020 - Jun 2020

Product Designer
- Designed a COVID-19 protection concept [mobile app](#) to help contain the Coronavirus.
- Designed a healthcare mobile app to support virtual care adopted by [Zocdoc](#) application.

Education

- **Master of Information Technology**, Web Development, Swinburne University of Technology, Melbourne, Australia
- **Bachelor of Computer Science,** Hardware Engineering, Azad University, Tehran, Iran
- **Certificate of User Experience and Customer-Centered Design**, California State University Fullerton, CA