

PERSONAL INFORMATION

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|-------------------------------------|---|
| Full name | Amir Aran |
| Date of birth | December 8 th 1986 |
| Place of birth | Iran, Ahwaz |
| Nationality | Dutch |
| Address | IJdoornlaan 1481, 1034BM Amsterdam |
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| E-mail address & Website | amir@amiraran.nl www.amiraran.nl |
| Certifications | EHBO BHV PSPOI DI Teacher certificate |
| Driver's license | A B |
| Languages | English Dutch Farsi |

EDUCATION

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|--|------------------------------------|
| 01/2012 – 06/2012 Mid Sweden University, Sweden <i>[minor]</i> | Interactive Media / Graphic Design |
| 08/2009 – 01/2015 HvA, Amsterdam – Bachelor's degree | Communication Multimedia Design |
| 09/2006 – 07/2009 MA College, Amsterdam | Interactive Design |
| 09/2004 – 06/2005 Leeuwenborgh, Sittard | ICT-Management |

WORK EXPERIENCE *[as freelancer]*

07/2021 – current

RiverBank | Sr. UX designer

- Researching and improving existing internal and external platforms
- Establishing a unified design-style for the bank
- Establishing a design process and tooling

08/2019 – current

The ministry of Defense | Lead UX/UI/Interaction Designer

- Setting up a UX department within the Ministry of Defense
- Setting up Design System for entire Ministry of Defense
- Working on Defense wide (internal) apps

08/2018 – 06/2019

Fish On Fire | Senior UX Designer

- Coach/lead junior designers
- Mentoring role within the organization
- Establishing a Design culture

04/2018 – 06/2019

GrandVision | Lead UX designer

- Analysing and designing the trainings-app (mobile first progressive webapp)
- Usability (user) research and testing
- Prototyping in Sketch and InVision
- Gamification of an E-Learning platform

04/2019 – 04/2020

Ironhack | Lead UX teacher

- Teacher UX Masterclass (evening-schools)
- Preparing lectures
- Advising
- Guiding and mentoring young professionals

08/2018 – 03/2019

Centraal Beheer Achmea | Lead UX designer

- Testing improving the current Native iOS & Android app
- Advising and designing on interaction patterns
- Motion graphics / animations
- Coaching / leading Jr. UX designers

03/2018 – 07/2018

L1NDA | UI/UX/Project Lead

- Analyse and (re)design L1NDA platform
- Usability research and testing
- Prototyping in Sketch app and InVision
- Setting up a design department, structure and way of working
- Creating a (design system) styleguide in Frontify
- Hiring and coaching interns

11/2017 – 06/2019

University of applied science (HvA) | Lecturer courses HCI & IA

- Prepare/give Human Computer Interaction Lectures/Courses
- Prepare/give Human Computer Interaction Workshops
- Prepare/give Information Architecture Courses
- Prepare/give Information Architecture Workshops
- Grade exams/projects

09/2017 – 02/2018

HCL IT Solutions | cXstudio | AEGON | User Experience Designer

- Designing academy platform
- Testing (Sketch & Axure) prototypes
- Designing pension widget
- Create persona's and User journeys

08/2017 – 08/2017

HCL IT Solutions | Graphic Designer

- Creating illustrations
- Designing and creating business-pitch

06/2017 – 07/2017

Vivat Insurances | User Experience Designer

- Creating and setting up design styleguide
- Prototyping NowGo platform
- Designing the end-state concepts

WORK EXPERIENCE [as employee]

04/2015 – 06/2017

ABN-AMRO | User Experience designer / Interaction designer

- Creating and maintaining digital styleguide in Axure & Sketch
- Reviewing designs of other UX designers
- Creating & designing generic components
- Test wireframes of designed components

ABN-AMRO | Product Owner

- Making styleguide accessible for all departments
- Creating roadmap for all incoming requests and generic components
- Stakeholder & PO management

ABN-AMRO | Scrum Master

- Resolving impediments for two teams
- Coaching the team
- Scrum endorser

09/2012 – 03/2015

Infoplaza | Interactive / Graphical Designer

- Developing newspaper production [weather pages]
- Designing the new Weerplaza app
- Designing web/media content

10/2011 – 04/2020

Tough Zebra | Lead Designer / Co-founder

- Coming up with new application ideas
- iOS apps in the AppStore
- Designing applications & games for iOS devices
- CMS (Wordpress) webdesign

12/2011 – 12/2014

Zelda Marathon NL [gaming for charity] | Designer / Co-founder

- Illustrations
- Web design
- Organizer
- Designing the iPhone/iPad app for the event

06/2010 – 09/2010

VANMOOF | Interactive / Graphic designer

- Web design
- Designing and developing newsletters
- Designing Vanmoof theme bikes