Sheena Setayesh

Product Designer

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About

I am a driven, organized, and analytical experience designer. I have a passion for making a positive impact on society by improving the tools people use. I love working in collaborative, diverse, team environments that promote learning and provide mentorship across disciplines. I enjoy the challenges of complex problem solving in desktop and mobile application design.

Experience

Sr. User Experience Designer
Fidelity Investments - Remote - Nov 2020 - Present

- Design a mobile spending, saving, & investing app for teens aged 13 - 17
- Work across multiple design and scrum teams to align on strategy, design systems, roadmaps, and data analytics
- Develop and conduct usability testing and identify design implications
- Increase engagement of home screen features and encourage teens to save

Product Owner & Designer
Spur - Huntsville, AL - Nov 2016 - Nov 2020

- Conducted product feature discovery, requirements gathering, and documentation
- Prioritized product features and bugs based on business goals, user needs, and product team capacity
- Created, tracked, and prioritized epics, stories, and tasks in Jira
- Facilitated sprint ceremonies such as reviews, retrospectives, and planning
- Created and documented user flows and journeys
- Facilitated focus groups, validated concepts with end users, and synthesized data
- Facilitated collaboration across disciplines and teams
- Rapidly created and documented wireframes, mockups, and prototypes

Sr. User Experience Designer
Hexagon ICAS - Houston, TX - Jun 2014 - Nov 2016

- Built high-fidelity prototypes and conducted usability testing
- Improved the user experience and efficiency of CADWorx Structure
- Conducted on-site user interviews, contextual inquiries
- Synthesized and reported on data collected through studies
- Managed the product backlog and lead the junior researcher

Visual Designer
Hexagon PPM - Huntsville, AL- Feb 2012 - Jun 2014

- Lead and trained junior level designers and interns
- Translated low-fi wireframes to hi-fi mockups and prototypes
- Assisted in conducting usability tests and preference testing
- Established a consistent brand identity and style across products
- Built and maintained the PPM design system

Education

Master's of Science in HCI
Iowa State University 2016

Bachelor's of Arts in Graphic Design
University of Alabama in Huntsville 2012

Certified Usability Analyst
Human Factors International 2012

Achievements

Honorable Mention
Microsoft Imagine Cup 2014

Honorable Mention
Microsoft Imagine Cup 2015

CUA of the Month
Human Factors International 2015

Skills

Figma
Sketch
Adobe CC
Jira
HTML/CSS
Agile

Information Architecture
Design Sprints
Prototyping
User Research
Spanish & Farsi

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