Mahya Yousefi

Email: usefi.ma@gmail.com

LinkedIn: https://www.linkedin.com/in/mahya-yousefi/

Job Title: **UX / UI Designer (Web Designer)**

Employer: JumpDEMAND Inc. (ActiveDEMAND)

Work Email: mahya.yousefi@activedemand.com

Web URL: https://www.activedemand.com/

Education

Degree: **Diploma of Software Development**

Field of Study: Software Development

Institution: Bow Valley College

Location: Calgary, Alberta, Canada

Graduation Year: 2023

Duration: Sep 2021 to May 2023

Degree: **Bachelor of Computer Software**

Field of Study: Computer Engineering - Software

Institution: Shahab Danesh University

Location: Qom, Iran

Graduation Year: 2015

Duration: Sep 2011 to July 2015

Professional Experience

Job Title: **UX / UI Designer (Web Designer)**

Employer: JumpDEMAND Inc. (ActiveDEMAND)

Location: Calgary, Alberta, Canada

Start – End Dates: July 2023 – Present

Responsibilities:

- Design and develop new features for a web-based SaaS application using Ruby on Rails, jQuery, HTML, CSS, and JavaScript.

- Build and enhance functionality for a Chrome extension using React, TypeScript, JavaScript, and RESTful APIs.
- Create reusable UI components such as navigation menus, search boxes, tabs, and interactive widgets across digital platforms.
- Design landing pages and website templates for client-facing projects using Figma and Adobe Photoshop, ensuring a consistent and engaging visual identity.
- Support and maintain existing applications by troubleshooting issues, resolving bugs, and implementing usability improvements across web and extension products.

Job Title: **Research Assistant**

Employer: Southern Alberta Institute of Technology - SAIT

Location: Calgary, Alberta, Canada

Start – End Dates: Jan 2022 – July 2023

Responsibilities:
- Managed the web development project, from initial design to deployment and maintenance, for a center of innovation and research on unmanned systems (CIRUS) at southern Alberta institute of technology (SAIT).
- Developed a responsive, user-centric website for CIRUS using ReactJS, NodeJS, Material UI, jQuery, HTML, and CSS, delivering a modern interface to support drone operations and research initiatives
- Designed and built a website for event announcements, resulting in streamlined ticket purchasing.
- Worked within SAIT's content management system, Cascade CMS, to maintain and update webpages.

Job Title: **Web Designer**

Employer: iibazaar company (Eways)

Location: Tehran, Iran

Start – End Dates: Jun 2016 – Aug 2021

Responsibilities:
- Developed a robust bilingual B2B online sales and marketing platform (Eways) that served over 7000 clients, offering services including online shops, transportation ticket booking, and insurance sales.
- Utilized a range of technologies, including C#, MVC, .NET core, Razor, HTML, CSS, Bootstrap, jQuery, and JavaScript in the development process.

- Developed a Progressive Web App (PWA) version of the Eways panel, resulting in increased sales and improved user engagement.
- Developed and implemented a major flight ticket booking website as part of the Eways panel, which achieved a 99% client satisfaction rate.

Certifications and Skills

- Languages: English (Fluent), Persian (Native)
- Programming Skills: Web Developer and Designer, HTML, CSS, Bootstrap, React, ReactJS, NodeJS, JavaScript, Material UI, jQuery, C#, Ruby and Rail.

Additional Information

Portfolio: https://www.mahyayousefi.com/