Niki Zamani

UX Writing ● UX Research ● UX Design

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Experience

Best Buy | UX Writer
Jan 2023 - Present (Full-Time)

• Led the user experience research, content design, information architecture, and UX writing efforts for the Internal Partner Programs and Marketplace Seller Success teams.
• Contributed to the successful delivery of at least 10 inspirational product launches for renowned companies, including but not limited to Apple, Samsung, Google, and more on the BestBuy.ca website.
• 2-time MVP award winner - For my efforts in creating the content strategy for Best Buy's Wireless Rate Plan online experience. As a result, our customer attention to the rate plans and attached services increased to the highest level in the past 6 years.
• Synthesized complex information into concise, meaningful and easy-to-understand content.
• Applied UX and content design thinking to create intuitive promotional, informational, and navigational content for more than 15 brands and support more than 10 service programs, resulting in noticeable user engagement and high conversion rates.
• Worked closely with global experience and leadership teams to create user-centric content and fostered collaboration among cross-functional teams, including digital design, marketing, data and analytics, legal, and SEO teams.

MetaMarketing | Content Designer
Sep 2022- Jan 2023 (Contract)

• Led the conceptualization and content design strategy for two magazines, resulting in a seamlessly crafted magazine that significantly enhanced audience engagement and resonance.
• Applied best design practices to ensure the page is clear and concise while incorporating the firm's standards and style guides.
• Defined a new process to streamline collaboration between the design, marketing and operations teams, significantly enhancing efficiency and communication.
• Mentored new team members and supported them throughout their onboarding journey.

WorldGates | UI/UX Designer
Feb 2022 - May 2022 (Contract)

• Worked as a solo designer and created a rebranded responsive web application from start to finish for WordGates, a platform for international students seeking college admissions, visas, or study permits.
• Applied the human-centred design fundamentals to create wireframes, interactive, and responsive prototypes, which resulted in a better user experience for the major use cases.
• Utilized storytelling techniques, crafting compelling narratives that enhance user engagement and drive product success.
• Developed WorldGate's design system and created sustainable design libraries for future optimization work.

Simon Fraser University (SFU) - School of Interactive Arts and Technology - Integrated Science Lab in partnership with MDA | UI/UX Design Intern
May 2021- Oct 2021 (Internship)

• Used human cognition approach in re-designing the virtual reality interfaces to minimize users' cognitive load.
• Planned and conducted 7 direct usability tests and interviews in a controlled environment (think-aloud observations) to evaluate the cognitive load of the experience.
• Co-analyzed the participant responses through thematic analysis (using open, axial, and selective coding), descriptive statistics and data coding.
• Partnered with HCI post-doctoral scholars at SFU and product managers at MDA (a Canadian Space Technology company) to create wireframes, low-/mid-/high-fidelity prototypes, and conduct user research for the VR product.
• Created detailed reports and presentations to communicate research findings and design recommendations to stakeholders, including academic peers and industry professionals.
• Integrated advanced data visualization techniques to effectively present complex user data and insights, facilitating clearer interpretation and decision-making in the design process.

Education

University of British Columbia (UBC)
Bachelor of Science - Cognitive Systems (Brain and Cognition)
Sept 2017 - May 2022 | Vancouver, BC, Canada

Google
Google UX Design Professional Certificate
June 2022 | Coursera

Other Jobs

Apple | Specialist
Sep 2022 - Jan 2023 (Part-Time)

Office of the Indigenous Education | Content Designer
Oct 2020 - Mar 2021 (Part-Time)

Design

Interaction design
Wireframing
Storyboarding
Visual design
Rapid prototyping
Information
 architecture

Research

Literature review
Usability testing
User interviews
Competitive analysis
Heuristic analysis
Data analysis
Surveys and metrics

Tools

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Sketch

Miro
Jira
Confluence
ContentStack (CMS)
Language Weaver
Procreate

Awards

Outstanding International Student (OIS) Award | University of British Columbia (UBC) | Aug, 2017

2-time winner of the eCommerce, Marketplace, Data & Analytics MVP (Most Valued Player) | Best Buy Canada | Feb, 2024 and July, 2024