

Firangiz Babayeva

UX/UI and Product Designer

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EDUCATION

Code Academy

Fall 2022-Summer 2023

UI/UX Designer

Beykent University (Istanbul, Turkey)

Fall 2016-Summer 2018

Master Degree

Human Resources and
Organizational Exchange

Azerbaijan University of Languages

Fall 2005-Summer 2009

Bachelor Degree

English Language

SKILLS

User Interface Design

Journey Mapping

Iterative Prototyping

Wireframes & Flows

Usability Testing

Competitor Analysis

DESIGN TOOLS

Figma Wordpress

Sketch Photoshop

Invision Balsamiq

Adobe XD Javascript

Illustrator HTML & CSS

ATTENDEES & CERTIFICATES

Italy, Milan , June 22-23

- URCA- User Research Conference & Activities

Germany, Munich , Oct 19-20

- PUSH UX 2023

EXPERIENCE

UX/UI & Product Designer

Nov 2023-Present

Upgrade Solution

Baku, Azerbaijan

- Conducting thorough research to understand the target audience, their needs, and behaviors.
- Creating wireframes and prototypes to outline the structure and flow of the digital product.
- Working closely with stakeholders, developers, and other team members to ensure that the design vision aligns with the project goals.
- Staying informed about the latest design trends, tools, and technologies to incorporate innovative and relevant elements into the design process.
- Effectively communicating design concepts and decisions to both technical and non-technical team members.

UX/UI Designer, Remote

Jul 2023-Present

Milano Hub Agency

Milan, Italy

- Conducted user research to understand user needs and goals
- Created wireframes and prototypes to test design hypotheses
- Collaborated with developers to ensure design specifications were met resulting in a 20% increase in user engagement

UI/UX and Product Designer

Jan 2020-Present

Freelance

Baku, Azerbaijan

- Designing end-to-end products and websites for national brands. Collaborated with strategy, technical, and design teams to ensure quality, consistency, and feasibility across all experiences
- Led design discussions with executive stakeholders to showcase concept designs, mockups, and hi-fis, ensuring that both business and user goals are met.
- Applied user research and usability tests to inform experience decisions and designs.

Founder & Executive Director

Sep 2014-Present

Modern English Education Center

Baku, Azerbaijan

- Developed and taught all educational programs
- Directed staff in the development and promotion of educational programming and outreach.
- Monitored and evaluated programs and daily activities.
- Created marketing materials to promote events and programs through print, digital, and social media.