

Sean Habibi

UI/UX Designer

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Experience

Sr. Interactive Designer, KCRW

September 2013 - October 2020

KCRW creates and curates a unique mix of content centered around music discovery, NPR news, cultural exploration and informed public affairs. As part of KCRW's digital team, I was responsible for user research, wireframing, user flows, prototyping, UI design, front end development, and collaborating with external vendors to successfully implement and launch new products and features.

Highlights:

- I researched and designed KCRW's new mobile app for iOS, Android and tablet resulting in improved user experience, increased user engagement and time spent in the app.
- I researched, designed, produced and coded key pages on KCRW.com radio website, improving UI/UX, increasing engagement, audio starts and page views.
- I researched, designed, produced and coded revenue- and membership-generating digital products including a new donation page, member value proposition page, native sponsorship integration, events website, banner ad placement, and more.

Web Producer, Centerfield Media

March 2013 - September 2013

Responsible for designing landing pages and investor decks to meet client needs, as well as create front-end responsive design and development for various owned and client online marketing sites.

Research Analyst, Asian Americans Advancing Justice

April 2011 - July 2012

Research Analyst at legal and civil rights organization for Asian Americans, Native Hawaiians, and Pacific Islanders. I was responsible for demographic research, U.S. Census-based redistricting proposals, and geographic information system (GIS) map-making.

Education

ArtCenter at Night, Pasadena
Interaction Design course
Summer 2015

University of California, Irvine
Masters, Urban and Regional Planning
2008 - 2010

California State, Polytechnic University,
Pomona
Bachelors, English Literature
2004 - 2008

Proficiencies & Tools

UI/UX Design
Rapid Prototyping
Wireframing
Hi-fi Prototyping
Iterative Design
Heuristic Evaluation
Card Sorting
Personas
Storyboard
Surveys
User Interviews
Competitor Analysis
A/B Testing
Sketch
Principle
Figma
Photoshop
Illustrator
Responsive Design
HTML / CSS / SCSS
jQuery / JS
Wordpress
Bootstrap