Morvarid Kashanipour

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Gender: Female
Location: London, UK

SUMMARY

I am a multidisciplinary designer whose journey began with a profound passion for art and craft, which has evolved into a product design and holistic design strategy. From a young age, I found my passion and inspiration in the strokes of a paintbrush, immersing myself in the boundless world of creativity.

Over the last decade, I was extensively worked in designing entertainment products, such as streaming services, like Prime Video, TV Hub, and Tele2 Play.

In the last few years, I have delved into the realm of Artificial Intelligence and Machine Learning (AI/ML), leveraging cutting edge technologies to push the boundaries of image and video creation.

While I'm grateful for the recognition received through numerous design awards, I believe that true success lies in the ability to create meaningful connection through design.

SKILLS

AI Design, Design manager, Strategic creative direction & Product design

- Experienced in AI/ML design for imagery and videos. Experienced in leading design team to align and foster creative, collaborative, effective and creative working practice. Experienced in defining design strategy with mindset of brand & lead product design across the entire product lifecycle from concept to final deliverables with high-end and user-friendly results.

- Solid Knowledge in Human-Centered Design & define features requirements according to user's needs and business goal and transform verbal ideas into digital service and define product design vision. Proficient in leading crossplatform design (iOS & Android), Web design, TV Apps (tvOS & Android TV)

- Proficient in Design tools like, Figma, Adobe Creative and prototyping tools.

Programming knowledge

- Familiar with Object Oriented Programming and front-end development and programming languages

EXPERIENCE

UX Design Manager

Amazon (Prime Video) London- UK (March 2023- Now)

Senior UX Design Lead

Amazon (Prime Video) London- UK (Sep 2020- March 2023)
- Leading AI/ML design for imagery and video creation and lead UX design

Design Management Lead

Tele2 (Tele2.se) Stockholm- Sweden (Oct 2019- Aug 2020)
- Leading design and manage design workflow and delivery across all of our B2C products
- Optimise and manage design delivery
- Facilitate design workflow
- Manage and plan priorities

Lead Product Creative

Tele2 (Tele2.se) Stockholm- Sweden (Dec 2018- Oct 2019)

- Lead design across the entire product lifecycle from concept to final deliverables with high-end and user-friendly results. Define and deliver features according to user's needs and business goal and transform verbal ideas into digital service and define product design vision

- Hardware product design

Lead Product Creative

Com Hem (comhem.se) Stockholm- Sweden (May 2018- Dec 2019)

• Lead design for Tv Hub, Com Hem Play and Boxer Play products at Com Hem/Tele2.

• Drive and execute DSM, Bring innovation and Identify new business opportunities

• Hardware product design

Head of Product Design

Com Hem (comhem.se) Stockholm- Sweden (Nov 2017- March 2018)

• Lead team of designers to align and foster creative, collaborative, effective and competitive working practice

• Define and deliver features according to user's needs and business goal and transform verbal ideas into digital service and define product design vision. Bring innovation and perspectives, Identify new business opportunities and communicate visionary ideas on design to management

• Hardware product design

Lead Product Design

Com Hem (comhem.se) Stockholm- Sweden (Feb 2016- Nov 2017)

• Lead product design Com Hem and Boxer Play across the entire product lifecycle and multiple product touchpoints, from all aspect of the digital design.

• Apply Service Design methodology and define dependencies and requirements from both business and consumer perspectives and execute and sign-off all visual state of design stages from concept through to final hand-off to customers.

Product Manager - UI-UX Designer

Com Hem (comhem.se) Stockholm- Sweden (Aug 2015- Feb 2016)

• Responsible for All aspect of the digital design and product design process for Com Hem's TV solutions.

• Execute all visual design stages from concept through to final hand-off to customers.

• Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design idea. Perform user testing and usability testing practices to gain knowledge from our end consumers.

Product Manager and UX/Interaction Designer

Bwin.Party digital entertainment (bwinparty.com) Stockholm, Sweden (Oct 2012-May 2015)

• As an ID/UX designer and member of Product Management team, I am responsible to deliver behavior of the interactive application, involved in early conceptual design phase and delivered sketches, mockups and interactive prototype. Also

• responsible for gathering requirement and conduct User Experience design as well as usability testing. In development of the adaptive Case Management application I was responsible to deliver responsive Interface design (HTML5, CSS3, SCSS). Also

• managing project by moderating projects meeting, managing product backlog, and collaboration between members and stakeholders.

Freelance Developer/Designer, UX and Interaction designer

Morvaridkp.com (Morvaridkp.com)Stockholm, Sweden (Mar 2012- Oct 2012)

Providing responsive websites and mobile applications, mainly focus on design and UI development.

EXPERIENCE

Interaction Designer & Developer/ Thesis Worker and Researcher

Mobile Life VinneExcellence center (mobilelifecentre.org) Kista, Sweden (Dec 2010- Mar 2012)

In InFashion project I worked with Filed studies, Interaction Design practices such as conceptual design, wireframing, paper prototyping, designing information architecture through click stream and site map, & user evaluation and development of the Android Based application with JAVA and XML

Interface Designer

Gulf Communication Ltd. (gcltd.at) Vienna, Austria Jun (2010-Jul 2010)

Responsive Web site design and UI development (HTML5, CSS3, Javascript)

EDUCATION

M.Sc. Interactive Systems Engineering

KTH Royal Institute of Technology (kth.se) Stockholm- Sweden (Sep 2009- Mar 2012)

- User Centered Designs (USD), User Experience Design (UX) and Information Architecture, Interaction Design (ID) with focus on Usability, Cognitive and Social Science in HMI, HCI principals

B.Sc. Information technology and Computing (Honor Degree)

Eastern Mediterranean University (emu.edu.tr) Famagusta- Cyprus (Sep 2005- Jan 2009)

- Object Oriented Programming, C, C++, Java, UML Modeling, Business Analysis, Functional Specification, Computerized Reservation
- Systems Galileo, Object Oriented Software Design and Analysis, UP design process of Agile Methodology, Front–end development, Database management and programming as well as Management of Information Systems.

TRAINING AND CERTIFICATES

PMP (Project Management Professional)

Knowledehut (knowledgehut.com) Stockholm-Sweden (MAY 2014) I achieved knowledge and skills in Project Management.

MCSE (Microsoft Certified Systems Engineering) - Certificate MCP.2

Tehran Institute of Technology (mft.info) Tehran-Iran (2000-2004) I achieved skills such as Installing, Configuring, and Administering: Microsoft® Windows® 2000 Professional,Server, Network Infrastructure, and Directory Service Infrastructure.

LANGUAGES

English (fluent) / Swedish (Intermediate) / Farsi (Mother tongue)

OTHER SKILLS

+20 years painting with oil & water color

Driver license type B