Iman Diarra

www.iman.studio
iman@newschool.edu

I am a Product (UX+UI) Designer and Creative Technologist with 6 years of international experience crafting experiences in B2B and B2C. I have been driving end-to-end design for companies like Cisco, Wix, and Shutterstock. My master's in Creative Technology allowed me to apply my human-first approach to domains such as AR, VR, creative coding, and gaming. I am excited to design and build daring, meaningful technology with a human-first, boldly imaginative mindset.

WORK EXPERIENCE

Shutterstock, Product (UX+UI) Design Consultant
New York, NY • Aug 2018 - Dec 2018

User Research
Drove quantitative research, focus groups, interviews, and usability testing to identify feature needs in Shutterstock's non-US user-base.

Product Design
As sole designer, owned product design. Designed and research-validated workflows and interfaces for all features.

Product Strategy
Translated user needs and business goals into a clear product vision. Owned the product roadmap and drove engineering towards the deployment of the product's Beta.

Cisco, Product (UI+UX) Designer
London, UK and San Jose, CA • Aug 2015 - Jul 2018

User Research
Led focus groups, interviews and usability testing on 15+ projects.
Presented findings to project teams and executive leaders, to inform product strategy.

UX Design
Collaborated with fellow designers to create intuitive, effective, delightful experiences while optimizing developer handoff.

Visual Design
Drove the design team's efforts to build a reusable, scalable and unified style guide.

TOOLBOX

Sketch
Photoshop
Illustrator
InVision
HTML5
CSS
JavaScript
AfterEffects
Arduino
Cinema4D
Unity

RECENT PROJECTS

Wix Playground x Quip
New York, NY • Jun 2020

Designed, built, and pitched a landing page highlighting 4 Quip products. Designed with a fresh, creative, bold design concept while honoring Quip's personality and voice.

Qualitative research | Wireframing | Interaction Design | UI Design | Motion Design | Design Pitching

Wosan
New York, NY • Jul 2020 - Present

Using Unity and neuropsychology techniques, building a self-care game experience guiding and supporting Black youth in developing higher levels of life satisfaction, and creating a pathway to their life vision.

Game Design | Wireframing | Interaction Design | UI Design | Usability testing | Front-End Development

RECOGNITION

Adobe Creative Jam
Honorable Mention

Parsons School of Design
Merit Scholarship

REFERENCES

M. L.
Former Manager, Cisco

Y. K.
Former Mentor, Wix

EDUCATION

Parsons School of Design, MFA Design & Technology — Aug 2018 - Present
UX & UI Design • Creative Coding • Motion design
Physical Computing • Game Design

Cornell Tech, Product Studio and Start-Up Studio — Aug 2018 - May 2019
Entrepreneurship • Product Strategy

Nielsen Norman Group, User Experience Certification — Jun 2017
UX Strategy • UX Analytics • UX Communication

University College London, BSc. Information Management for Business — Sep 2012 - Aug 2015
Interaction Design • Front-End Development • Software Engineering