Iman Diarra

WORK EXPERIENCE

Instrument, Experience Strategist
New York, NY • Dec 2020 - Present

Product Strategy
In a team of three, created a flexible, modular reward strategy for a major gaming company.

User Research
Owned user testing in second week in the role. Generated actionable insights and recommendations that the client approved and integrated into the coming release.

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.

CONTACT

www.iman.studio
iman@newschool.edu

TOOLBOX

AfterEffects
Cinema4D
Redshift for C4D
Unity
JavaScript
HTML5
CSS
Figma
Photoshop
Illustrator
Arduino

RECENT PROJECTS

Epic Games
New York, NY • Dec 2020 - Sep 2021

Designed, user tested, and documented interactive experiences for player profiles, parental controls, and player rewards. Owned design and development hand-off, as well as client presentations.

Qualitative research | Wireframing | Interaction design | UX documentation | Deck building | Client presentation

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 our 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 - Aug 2020
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