



ISHRAQ ASHTARIAN

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I am a multidisciplinary designer with **2+ years** of experience tackling complex challenges by **integrating emerging technologies into designs**. My greatest strength is my **creative mindset** and ability to uncover solutions within the problem itself, and I have a talent for crafting innovative and visually compelling solutions.

Core Value: I embrace the problem itself as the key to finding the right solution.

DESIGN EXPERIENCE

Multidisciplinary Designer | Ishraq Studio

Freelance | Remote | May 2023 – Present

Established a design studio and delivered hands-on design projects:

- **Research & Strategy:** Conducted comprehensive user research (surveys, usability testing, user interviews) to inform visual and UI/UX design decisions for Exert Platforms, focused on mobile and web experiences.
- **Design Systems:** Utilized design systems and built interactive prototypes in Figma, ensuring consistency across platforms and contributing to efficient workflows for the VOWD project.
- **Cross-Functional Collaboration:** Collaborated with business owners, artists, and other stakeholders (e.g., OBB Studio, Tracy Anderson, Camilla Hansson) to translate business requirements into impactful UI/UX and visual solutions.
- **Quality-First Design & Iteration:** Applied quality-first design thinking by leveraging AI in design (e.g., HeartStone project with Runway) to accelerate design processes and achieve enhanced visual results, reducing post-launch iterations through informed design decisions.
- **Emerging Technologies & Innovation:** Explored and integrated cutting-edge technologies (e.g., quantum computing, LiDAR, AI) into design workflows, demonstrating a forward-thinking approach to problem-solving.

PRODUCT STRATEGY/UX

UX & Interaction Design Mentor | The New School

Teaching Assistant | New York City | Aug 2021 – May 2022

- **User Experience Validation:** Held recitation class and discussions around history of media, different ways of storytelling, modular design, and accessibility, providing students with a framework for user-centered thinking.
- **Agile Product Development:** Held workshops for Unity 3D, coding with P5.js, and VR/AR sessions, which helped students find the right medium for their design projects and stories, fostering an iterative and hands-on approach.
- **Decision Making:** Mentored students in critical code practices and immersive storytelling, teaching them how to justify their design decisions based on a project's core objectives.

UX Intern | Queen's University

The Isabel Bader Center | Kingston, ON | May 2019 – Aug 2019

- **User Experience Documentation:** Conducted user research, surveys, and interviews to define the problem of low engagement among younger generations, creating a foundation for strategic documentation.
- **Customer Experience Strategy:** Recognized patterns and offered solutions for changing strategic and marketing plans, serving as an "internal voice of the customer" to improve programming.

EDUCATION

Parsons School of Design | Class of 2023

MFA in Design & Technology

New York City, NY

Queen's University | Class of 2020

MA in Arts Management & Leadership

Kingston, ON

University of Art | Class of 2017

BA in Architecture

Tehran

SKILLS & TOOLS

Design Tools: Figma, Adobe XD, Photoshop, Unity 3D, TouchDesigner, Blender, Miro **Design & Prototyping:** Empathy, Ideation, Wireframing, High-Fidelity Prototyping, Interactive Prototypes, Design Systems, Responsive Design **UX & Research:** User Interviews, Surveys, A/B Testing, Affinity Diagram, Synthesize Findings, Usability Testing, Iterate Based on Feedback

CERTIFICATES

Google UX Design | 2024

Hands-on training in UX research, prototyping, and usability testing using Figma. Applied skills to design user-centered interfaces and improve accessibility in real-world projects.

IBM UX Design Fundamentals | 2024

Covered user personas, wireframing, and usability testing. Used insights to analyze and recommend UX improvements for a real-world case study.

HONORS

The Highest Average Mark

Parsons School of Design | Class of 2023

Cumulative GPA 4.0/4.0

Honorable Mention in the Category of Creative Use of Quantum Technology in Visual Arts

Quantum Design Jam Workshop | 2022

John. L Tishman Scholarship

The New School | 2020

Top applicant and received more than \$50K for showing interest and a commitment to sustainable development, design, and construction.

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