

www.Dastournejad.com
Erfan.Dastournejad@gmail.com
(425) 207 6596
Seattle, WA.

Erfan Dastournejad

UX/UI Designer | XR Specialist

About Me

Enthusiastic and innovative technology expert with a relentless pursuit of knowledge. My dual proficiency as a technologist and a designer enables me to experiment with cutting-edge tech to conceptualize and craft compelling designs with a creative edge.

Skills

User Experience Design (UX)
User Interface Design (UI)
Design for Virtual Reality (XR)
Research and Development (R&D)
User Testing & Feedback Integration
Cross-disciplinary Collaboration
Project Management and Envisioning
Visual Design (2D, 3D)
Teaching & Mentoring
Curriculum Development

Education

Master of Design
University of Washington | 2022

Bachelor of Design (IxD)
University of Washington | 2020

Certified Unity Programmer
Certified Unity Artist

Work Experience

Sr. UX/UI Designer, Starbucks
Feb 2023 – Feb 2024

In the Emerging Technologies department, I envisioned designs for VR and AI projects, enhancing interactive customer/partner experiences. I played a pivotal role in integrating innovative technologies into the Starbucks app, contributing to a seamless ordering process and pioneering new ways for customers to engage with the brand through immersive and intelligent interfaces

Lead UX/UI Designer, Gerdoo Games
Jan 2022 – Jan 2023

Managed UI/UX for an online game, collaborated for design consistency, and optimized user experience through iterative feedback.

- Collaborating closely with developers and graphic designers to refine and harmonize the gaming experience, guaranteeing optimal user satisfaction.

XR/UI Instructor, UX-Land
Jan 2020 – Jan 2022

Devised a project-based curriculum, directed the learning of 300+ students, and implemented assessment metrics for UX/UI courses.

- Successfully guiding over 300 students through the complexities of XR/UI, culminating in their mastery of practical and theoretical aspects

Researcher, Google Daydream
Sep 2018 – Aug 2020

Conducted R&D for XR human motion libraries, crafted rapid prototypes, and developed test environments with comprehensive 3D modeling.

- Leading rapid prototyping efforts to evaluate and refine new conceptual ideas, accelerating the feedback loop and development cycle.

XR Prototyper, Tosolini Production
Jul 2017 – Sep 2018

Led the creation of XR prototypes to introduce novel B2B concepts, developed VR scenarios, and produced essential 3D/2D assets.

- Orchestrating the conceptualization and design of immersive VR scenarios, enhancing user engagement and client presentations.