

# Hengam Jam

Product Designer

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## EDUCATION

### Certificate - UI/UX Design

DesignLab UX Academy | 2017 – 18

Focus on user experience and user interface design

### Certificate - Marketing & Market Management

Industrial Management Institute | 2006 – 07

Focus on market research and main concepts of marketing

### Bachelor of Science in German language

Azad Tehran University | 2001 – 05

## SKILLS

### Methods

Design Systems  
User Experience Design  
User Interface Design  
Information Architecture  
Interaction Design  
Storyboarding  
Wireframing  
Rapid Prototyping  
Usability Testing  
Print design  
Branding

### Tools

Figma  
Sketch  
XD  
InVision  
Marvel  
Photoshop  
Illustrator  
AfterEffects  
Principle  
HTML + CSS  
Keynote  
Powerpoint

## EXPERIENCE

### Product Designer 3 | Microsoft Bing (Contract) | March 2024 - Present

#### AI Integration in Bing Image Search

- Leading the integration of AI technologies into the Bing image search, enhancing image search user experience. Developing AI-driven features and functionalities that improve search results and user interactions.
- Holding a lead role in design and execution of redesigning Multi Media & AI Image search generation.
- Led comprehensive user testing initiatives specifically focused on the Bing image search experience. Analyzed user feedback and behavior data to identify areas for improvement and iterate on designs to enhance user satisfaction with Bing image search functionality.
- Applying user-centered design principles and gathered feedback to iterate on designs, ensuring an optimal user experience in the rebranded Microsoft Bing Image Results Page.

### Product Designer 3 | Microsoft Learn (Contract) | Nov 2021 - May 2023

#### Microsoft Learn Rebrand

- Held a lead role in design and execution of three sub-projects within the larger "Microsoft Learn" rebrand project
- Collaborated closely with cross-functional teams on the Microsoft Learn Rebrand, ensuring the seamless integration of visual elements and maintaining brand consistency throughout the entire rebranding process.

#### Atlas Design Systems at Microsoft Azure

- Led designing and maintaining the robust design system for Microsoft Azure.
- Collaborated closely with design partners to define, maintain, and improve tokens, components, patterns, and page layouts in Figma and with engineers to integrate reusable components into component libraries for Atlas Design System.

### UI/UX Designer | KOHAN Creative | Jan 2017 - Nov 2021

- Worked in a fast-paced environment focusing on designing interfaces.
- Led the design of a design system to create consistent components for developers and designers across KOHAN Creative's product suite.
- Collaborated with designers, product managers, and engineers to identify the user and business needs, ensuring a great user experience and coherent visual identity.

### Creative Director, Designer | KOHAN | April 2016 - Nov 2021

- Designed interactive wireframes, prototypes, and visual design materials for clients.
- Created all aspects of visual design including logos, business cards, and brochures.

### User Interface Designer | Freelance - Volunteer | Dec 2013 - April 2016

- Created websites and branding for small, and mid-sized businesses.
- Was responsible for the UX design process, including user research and prototyping.

### Product Marketing Specialist | Roche | Dec 2008 - Jan 2011

- Was responsible for products road-mapping and marketing, and develop product positioning.
- Was in charge of market research for target customers, and identified and market needs.