

# Haleh Faroughi

halehfaroughi98@gmail.com | 07425323993 | LinkedIn | Portfolio Website

## Experience

- Dental care 4U** [🌐] May 2024 - Now  
*IT support* Peacehaven, East Sussex
  - Launched and updated the new website, resulting in a 25% increase in new patient registrations in 2025.
  - Manage and update patient records in line with data protection and compliance standards.
  - Liaise with internal teams and IT support to resolve website and system issues efficiently.
  - Perform routine system audits and maintenance to ensure reliable access for staff and patients.
- Sanjehkish Company** [🌐] May 2022 - June 2023  
*UI/UX Designer* Tehran, Iran
  - Designed and implemented a user-friendly UI for the new website, achieving 95% user satisfaction during pre-launch testing.
  - Performed 25+ pre-launch tests, resolving 50+ critical issues to ensure a smooth launch and a 15% increase in post-launch satisfaction.
  - Led A/B testing across four layouts over three months, improving click-through rates by selecting the highest-performing design.
- Freelance Project for All-in-One Automation Application** January 2022 - May 2023  
*UI/UX Designer* Remote
  - Conducted cross-sector market analysis (education, healthcare, government) for an automation application.
  - Developed 15+ wireframes and system diagrams to define user flows, architecture, and product direction.
  - Designed the initial Figma UI, emphasizing usability and intuitive multi-sector application.
- University of Science and Culture** [🌐] September 2020 - June 2022  
*Practical Professor in UI/UX Design* Tehran, Iran
  - Created a detailed curriculum that incorporated over 20 hands-on projects for UI/UX design courses; resulted in 95% of students reporting increased engagement and substantial improvement in design application skills.
  - Developed a comprehensive curriculum for UI design using Figma, which increased student engagement metrics by 35% and led to the successful completion of over 100 design projects by the end of the semester.

## Education

- University of Sussex** September 2023- September 2024  
*Master of Data Science* Brighton, United Kingdom
  - GPA: 78/100 % (Distinction)
  - NLP Project: Detection of Machine-Generated Texts in the Medical Domain
    - \* Fine-tuned BERT models for accurate detection of AI-generated medical texts.
    - \* Conducted comprehensive linguistic analysis to differentiate between human-written and AI texts.
- University of Science and Culture** September 2017 - March 2021  
*Bachelor of Computer Engineering (Software, Graphic Design focus)* Tehran, Iran
  - GPA: 3.60/4.00
  - Led the development of an online pet shop, covering requirements gathering, UML diagrams, and UI design in Figma.
  - Implemented a responsive front-end using HTML, CSS, and Bootstrap.
  - Bachelor's Project:** Designed and developed an interactive 3D online game using HTML, CSS, JavaScript, and Three.js.

## Skills

- Figma, Wireframing, Storyboarding, UX Principles
- HTML, CSS, Bootstrap, JavaScript
- Java, Python
- Magento 1, Magento 2
- UML Diagrams, Requirements Gathering, Testing
- BERT, Natural Language Processing, Data Analysis
- Linguistic Analysis, Technical Documentation
- Wordpress

## Certifications

- UI/UX Design course** March 2023