

PROFESSIONAL SUMMARY

Strategic and creative UX/Product Designer with over seven years' experience working globally with cross-functional teams across multiple countries to deliver impactful digital and physical products. Proven track record in leading user research, product strategy, and iterative prototyping using modern tools such as Figma and AI-driven design workflows to enhance user satisfaction, retention, and business performance. Recognised for a hands-on problem-solving approach and the ability to collaborate effectively across industries including technology, healthcare, retail, and sports.

Key Competencies

- Utilizing and adapting design systems
- Collaboration with business & marketing Teams
- Partnering with senior stakeholders and business Leaders
- User Research & Usability Testing
- User-Centered Design
- Product Strategy & Vision
- Prototyping & Iteration
- Cross-Functional Collaboration
- Information Architecture

PROFESSIONAL EXPERIENCE

UX/UI Designer | Indeed Flex | London | 2021 – Present

- Created and launched an AI-powered interview feature to streamline candidate screening, improving hiring efficiency and reducing manual review time.
- Redesigned key UI components to improve responsiveness across iOS and Android, resulting in higher user satisfaction, fewer support queries, and improved worker retention.
- Collaborated closely with product, engineering, and marketing teams to align design with strategic goals.
- Defined user flows and wireframes based on insights from research and stakeholder engagement.
- Conducted user research (workshops, interviews, surveys, usability testing) to inform product decisions.

UX Designer | Chelsea FC Digital Ventures | London | 2019 – 2020

- Led end-to-end UX for a smart fitness product integrating voice services and mobile app interaction.
- Designed the product experience across physical and digital touchpoint, including user flows and interaction models.
- Created intuitive navigation structures and interface hierarchies through concept development and prototyping.
- Developed a customer experience roadmap using behavioral data, user interviews, and rapid prototyping.
- Ensured cross-platform consistency in design by working in agile teams with developers and product managers.

PROFESSIONAL EXPERIENCE

Product Designer | Doctorlink | London | 2018 – 2019

- Designed and implemented the video consultation feature from concept through to detailed interaction design.
- Created process flows, wireframes, and mockups to effectively communicate user behavior and logic.
- Delivered high-quality, on-time design solutions aligned with business objectives.
- Led usability testing by defining test parameters, preparing prototypes, recruiting participants, conducting sessions, and synthesizing insights to inform design decisions.

UX Designer | Global IT Adidas | Germany | 2017 – 2018

- Delivered over 10 UX design improvement projects, achieving 5/5 satisfaction in internal user surveys.
- Worked in agile environments with PMs, researchers, and engineers to define timelines and project scope.
- Produced thorough documentation to ensure transparency and avoid redundancy in design delivery.
- Improved client satisfaction by 80% through UI design enhancements and scenario-based development collaboration.
- Used Sketch, InVision, Photoshop, Zeplin, and HTML to redesign enterprise products for enhanced usability.

Experience Designer | Cygnus Design & EDG Group | Canada | 2015 – 2017

- Designed wayfinding systems, signage, environmental graphics, and industrial design services.
- Collaborated with Product Design, Research, Engineering, Marketing, and external consultants, demonstrating new concepts through prototypes.
- Partnered with development teams, providing design specifications, creating assets, and reviewing interfaces.

EDUCATION & PROFESSIONAL DEVELOPMENT

Simon Fraser University, Canada
Studies in Interactive Arts + Technology (2016–2017)

Emily Carr University, Canada
Bachelor of Industrial Design (2011–2014)

CORE SKILLS

UX/UI Design: Wireframing, Interaction Design, Visual Design, User Journeys
Research & Testing: Usability Testing, Surveys, Analytics, User Interviews
Tools: Figma, Sketch, Adobe XD, Adobe Creative Suite, InVision, Zeplin
Prototyping & Industrial Design: SolidWorks, 3ds Max, Model Making
Other: Agile/Scrum, Accessibility, Design Systems, Product Thinking, Stakeholder Management
Languages: English, Farsi