Parsa Saraiyeh

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• WORK EXPERIENCE

02/01/2024 - CURRENT - IRAN

PRODUCT DESIGNER, VISUAL OWNER, BRAND OWNER FREELANCE

- Delivered end-to-end design solutions for 10+ startups in gaming, AI, and crypto, covering everything from brand identity and UI/UX design to marketing assets.
- Crafted distinctive logos and style guides that strengthened each startup's market presence, contributing to 5 successful product launches and funding rounds.
- Designed intuitive user interfaces for web and mobile apps (e.g. a crypto trading platform, an AI SaaS tool, a mobile game), improving user onboarding and retention by ~15% on average.
- Coordinated remotely with client teams (engineers, marketers) to iterate rapidly, meeting 100% of project deadlines and earning 60% repeat business from satisfied clients.

02/01/2023 - 01/01/2024 - TEHRAN, IRAN

VISUAL DESIGNER & DESIGN SYSTEM SPECIALIST NIKANDISHLLC

- Implemented design tokens (for color, spacing, typography, etc.) to bridge design and code, improving front-end consistency and cutting UI build time by ~30%.
- Established thorough documentation and UX standards, reducing duplicate design work and accelerating prototyping speed by 20% across product teams.
- Trained 5+ designers and developers in adopting the new design system, ensuring high utilization and long-term maintainability of the standards.

01/02/2022 - 01/01/2023 - TEHRAN, IRAN

UI/GRAPHIC DESIGNER CARRIOT

- Modernized Carriot's web dashboard across 50+ screens and assembled a 30+ component UI kit to enhance navigation and reduce UI inconsistencies.
- Revamped the company website end-to-end, which improved lead conversion by an estimated 20% through clearer UX flows and refreshed, responsive visuals.
- Collaborated with engineers to implement the new designs, reducing UI-related bugs and revision cycles by ~30% through detailed Figma specifications and guidelines.

02/10/2020 - 01/10/2021 - TEHRAN, IRAN

GRAPHIC DESIGNER SNAPPTRIP

- Engineered a 50-page brand book to unify Snapptrip's visual identity across web, app, and print, strengthening design consistency.
- Produced 100+ marketing and product assets (social media graphics, email templates, in-app banners) with a quick turnaround, maintaining high engagement rates.
- Optimized promotional email and ad designs, improving click-through rates by 15% and boosting online booking conversions by 10% during major campaigns.
- Collaborated with marketing and product teams on campaign visuals and UI updates, enhancing user experience consistency and strengthening brand trust.

01/02/2020 - 01/10/2020 - TEHRAN, IRAN

GRAPHIC DESIGNER & SOCIAL MEDIA MANAGER OMIDANALYZER

- Led Mano's brand identity rollout, executing logo, style guide, and full marketing visual production for launch campaigns.
- Orchestrated a 360° product launch campaign (social media, email, and live events) that boosted platform sign-ups by ~25% and reached 100K+ potential users.
- Boosted social media engagement by 40% through data-driven content and consistent community interaction across LinkedIn, Twitter, and Instagram.

30/06/2018 - 30/06/2020 - IRAN

EXECUTIVE DIRECTOR, GAME DESIGNER & SOCIAL MEDIA MANAGER ESCAPEROOM.IR

- Directed 3 immersive game scenarios that increased repeat visits by ~20% and achieving 50+ weekly bookings within the first year.
- Amplified social presence to 5,000+ followers, driving ~15% month-over-month audience growth.
- Produced 120+ multimedia assets for social platforms, boosting engagement by ~25%.

EDUCATION & TRAINING

01/10/2025 - Current - GERMANY

MASTER OF SCIENCE IN ENGINEERING OF SOCIO-TECHNICAL SYSTEMS- CARL VON OSSIETZKY UNIVERSITY OF OLDENBURG

Level in EQF: 7

15/09/2018 - 09/01/2023 - RASHT, IRAN

BACHELOR OF SCIENCE IN COMPUTER SCIENCE- UNIVERSITY OF GUILAN

Level in EQF: 6

01/09/2011 - 15/06/2018 - KARAJ, IRAN

HIGH SCHOOL DIPLOMA IN MATHEMATICS & PHYSICS- NATIONAL ORGANIZATION FOR DEVELOPMENT OF EXCEPTIONAL TALENTS - SOLTANI 1

Level in EQF: 4

LANGUAGE SKILLS

Mother tongue(s): **PERSIAN**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	C1	B2	B2	B2

SKILLS

design component interfaces | Design skills (Figma, Adobe Photoshop, Adobe Illustrator)