

ROZITA ZADEH

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Professional Summary

Motivated and forward-thinking professional with a solid foundation in design, sales, and client relationship management, now shifting focus to Product and UX Design. Skilled at building strong connections, leading teams effectively, and consistently delivering outstanding results. Passionate about applying user-centered design principles and creative problem-solving to craft impactful digital experiences. Certified in Product Design through CareerFoundry's rigorous and immersive online program.

Work Experience

April 2023 – Present | The RealReal (Palo Alto, Ca, USA)

Senior Lead Sales Specialist

- Consistently exceeded sales targets, achieving \$2.1M revenue vs. \$858K target.
- Strengthened client relationships with luxury brand collectors through personalized service.
- Delivered top-notch customer experiences and enhanced brand loyalty.
- Conducted proactive outreach, contributing to in-store sales growth.

January 2021 – April 2023 | Lace and Liberty (San Francisco, CA, USA)

Fashion Designer

- Designed bespoke fashion pieces, driving +81% sales growth in the first year.
- Managed showroom operations and styled professional photoshoots.
- Collaborated with international vendors to ensure high-quality production.

January 2018 – May 2021 | Anthropologie (Palo Alto, Ca, USA)

Lead Stylist

- Delivered exceptional bridal styling experiences, consistently achieving top sales.
- Expanded brand visibility through trunk shows and pop-up events.

August 2010 – August 2016 | Gisso/Roza Moda (Tehran, Iran)

Co-founder and Fashion Designer at Rozita Zadeh/Roza Moda

- Managed all aspects of a successful fashion brand, including design and production.
- Led a team of tailors, ensuring exceptional craftsmanship and customer satisfaction.

Education

- **Certificate in Product Design**
CareerFoundry | Online, *In Progress* (2025)
Comprehensive curriculum covering UX/UI design principles, user research, wireframing, prototyping, and usability testing.
- **Associate of Art in Fashion/Apparel Design**
Fine Art Faculty of Tehran University | Tehran, Iran, 2015
- **Bachelor of Science in Materials Engineering**
Azad University | Tehran, Iran, 2009
- **Associate of Art in Interior Design**
University of Arts | Tehran, Iran, 2007

Skills

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- Design Tools & Software: Figma, Sketch, Adobe Creative Suite, Procreate, InVision
 - UX/UI Design: Wireframing, Prototyping, Usability Testing, User Research, Interaction Design
 - Soft Skills: Client Relationship Management, Team Leadership, Adaptability, Collaboration
 - Additional Expertise: Fashion Illustration, Pattern Making, Trend Analysis, Time Management

Projects

- LinkUp CRM – UX/UI Case Study
Designed and tested a comprehensive CRM platform prototype aimed at improving client interaction management for small businesses. Conducted user research, created wireframes, and delivered a high-fidelity prototype to address pain points in existing CRM tools.
- Redesign of an E-commerce Platform
Collaborated with peers to analyze and enhance the user experience of a retail website. Focused on improving navigation, reducing cart abandonment, and streamlining the checkout process through usability testing and iterative design.

Languages

- English (Fluent)
- Persian (Native)

Portfolio

Visit my portfolio to explore detailed case studies and design projects: <https://www.rozitazadeh.com/>