



Sajedeh Nasiri

UX/UI Designer

☎ 0049 1725602848

@ Sajedeh.n219@gmail.com

in sajedeh-nasiri

🌐 sajedehnasiri.github.io

About Me

Experienced UX/UI Designer specializing in digital strategy, website management, and branding. I create user-friendly digital solutions by transforming stakeholder needs into intuitive designs, backed by research and analytics. Proficient in Agile workflows, UX best practices, and website performance optimization.

Education

UX/UI Design

UXland, Seattle, US

May 2022 - Oct 2022

Bachelor of Robotics Engineering

Azad University

Tehran, Iran, 2015-2019

Job Experiences

Product Designer & Branding Specialist (Full-time/ Freelance Job)

Seravita GmbH, Neuss, Germany | Sept 2024 - now

- Led branding and visual identity design for a high-end, eco-friendly healthcare cosmetics brand.
- Developed packaging design and brand assets, strengthening the overall brand identity and conveying a sense of premium quality.
- Conducted user research and testing to ensure optimal product-market fit and customer satisfaction.
- Designed and developed the product website, focusing on immersive storytelling, high-quality visuals, and a seamless user experience that reflects the brand's luxury and eco-friendly positioning.

Visual Designer (Freelance Job)

Toyabo, Hochheim am Main, Germany | Aug. 2023 - May 2024

- Created visual assets like icons, infographics, animations, and social media content for various platforms.
- Designed and produced marketing collaterals including flyers, brochures, vouchers, and posters.

UI Designer (Freelance Job)

Evangelische-allianz-magdeburg, Magdeburg, Germany | Jan. 2024 - Feb. 2024

- Redesigned the website and implemented new pages.
- Deliverable includes heuristic evaluation of the current site, competitive research, site map, and low to High-fidelity wireframes.

UX/UI Designer (Freelance Job)

Indexturant, Dubai, UAE | June 2023 - Nov. 2023

- Created interactive prototypes, low to High-fidelity wireframes, logic flows, and visual design.
- Provided content strategy based on market research, and usability testing to enhance user experience.

UX/UI Teacher Assistant (Volunteer Job)

UXland, Seattle, US | Nov. 2022 - May 2024

- Guided and monitored student progress, delivering feedback and guidance for project development.
- Mentored students with a primary emphasis on mastering the Figma software, fostering proficiency and expertise in design tools.
- Supervised and directed classroom activities, ensuring a structured and effective learning environment.

Programming & Robotic Tutor

FIRA ROBOSchool, Tehran, Iran | Sep. 2017 - Dec. 2021

- Developed a comprehensive lesson plan tailored for students aged 9-15, covering programming, mechanics, and electronics.
- Instructed and guided students through hands-on activities, fostering their creativity and helping them bring their ideas to fruition.

Skills

UX/UI & Digital Experience

- User Interface (UI) Design
- User Experience (UX) Design
- Interaction Design
- Visual Design
- Microinteractions & Motion Design
- Accessibility & Inclusive Design
- Conversion Rate Optimization (CRO)

Research & Testing

- User Research & Analysis
- Information Architecture
- User Testing & Feedback Integration
- Usability Testing
- A/B Testing
- Data-Driven Design
- Heuristic Evaluation

Tools & Software

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Unity 2D

Product & Brand Strategy

- Design Thinking
- Market Research
- Competitor Analysis
- Storyboarding & User Journey Mapping
- Branding & Identity Design
- Logo Design
- Packaging Design
- Visual Storytelling

Prototyping & Wireframing

- Wireframing & Low-Fidelity Prototypes
- High-Fidelity Prototyping
- Design Systems & Component Libraries

Soft Skills

- Creative Thinking & Problem-Solving
- Empathy & User-Centered Mindset
- Storytelling & Communication
- Stakeholder Collaboration

Languages

- English: C1
- German: B1
- Farsi: Native

Courses and Certifications

Webflow | Kabarza academy | 2025

Logo Design Mastery | Udemy | 2024

Branding Masterclass | Udemy | 2024

Gamification | Inverse School | 2023

Advanced UI (Prototyping) | UXland | 2023

UI/UX in Action | UXland | 2022

Fundamental of User Experience | UXland | 2022

Stop Motion Techniques | Inverse School | 2020

Fundamentals of 2D Animate | Inverse School | 2020

Creating Story Board for Animations | Inverse School | 2020

Artificial Intelligence & Machine Learning | Tehran University | 2019

Python programming | Tehran University | 2018