

# Sepide Zeinalzadegan

## Product Designer

## Portfolio

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## Experience

### Product Designer | Linda Mehr Ayande

Shahrivar, 1404 - present Onsite-ProjectBased

- **Barparz**: Redesigned the **lendtech** app and landing page with a focus on user-centered design, and usability, enhancing transparency and trust to **drive engagement**.

Designed modern, responsive landing pages for **Shemsh** (an online gold trading platform) and **Aniresan** (a B2B industrial transport service). Focused on **trust-building** elements, and effective calls to action for a seamless user experience.

### Product Designer | Fiotrix

Bahman 1404 - Mehr, 1404 (9 month) / Onsite-ProjectBased

- I designed Fiotrix's user panel and landing page, **simplifying** complex workflows and organizing information for better **clarity**. The design prioritizes simplicity, intuitive navigation, and an easy user experience.

### Product Designer | Iran Business Coaching

Dey, 1403 - Mordad, 1404 (8 month) / Onsite-FullTime

- Designed a **multi-role** business coaching platform, focused on **simplifying** complex workflows for **low-tech users**, creating dynamic course structures, and collaborating closely with developers.
- Led the design of a bilingual, dual-platform chatbot app, managing flows and UI variations using advanced **Figma variants**.
- Gained hands-on experience in UX strategy, system thinking, and scalable design.

### UI/UX Designer | Rasa

Mehr, 1402 - Dey, 1403 (1 year and 4 month) / Remote-FullTime

- Designed user interfaces for payment kiosks and developed a **management dashboard** to monitor and control kiosks and transactions. Worked iteratively to refine features based on **user needs**, balancing **technical constraints** and usability. Built a custom **design system** following Tailwind principles to maintain visual consistency. Gained hands-on experience with permission structures, **responsive design**, and collaborative problem-solving in a small cross-functional team.

### UI/UX Designer | Tecvico

Tir, 1402 - Mehr, 1402 (4 month) / Remote-ProjectBased

- **Visera**: Redesigned medical image visualization tool to improve **usability** and **accessibility**. Simplified layout and tools, conducted competitive analysis for **feature improvements**, and collaborated with developers and teams to align updates with user and business goals.

### UI/UX Designer Internship | Arman Ertebatat Vira

Tir, 1401 - Shahrivar, 1401 (3 month) / PartTime

#### Artina (Persian NFT Marketplace):

- Assisted with artist onboarding for smooth artwork transitions to the marketplace. Collaborated with developers to implement UX research for a better solution.

## Education

### Master of Artificial Intelligence

Alzahra University

### Bachelor of Computer Engineering

Zanjan University

## Skills

### Design

Wireframing,  
Prototyping,  
Design systems,  
Interaction Design,  
Responsive Design,  
UI Animation / Motion Design,  
Usability Testing

User Research  
Competitor analysis ,  
Accessibility Design,  
Information Architecture,  
A/B Testing

### Development

HTML/CSS,  
Javascript,  
React,  
Python

## Tools

### Design

Figma,  
Adobe Illustrator,  
Photoshop

### Product / Project Management

Trello, Slack, Notion