

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 desined 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 Couching

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 Inteship | 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 Managment

Trello, Slack, Notion