

Sepide Zeinalzadegan

Product Designer

Portfolio

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Experience

Product Designer | Shemsh

Shahrivar 1404 - now / Onsite-ProjectBased

- I redesigned Fiotrix's landing page for a **modern, trustworthy brand presence** and built an **integrated customer panel** that unified services in a minimal, professional interface, improving usability and credibility.

Product Designer | Fiotrix

Farvardin 1404 - Shahrivar,1404 (6 month) / Onsite-ProjectBased

- I redesigned Fiotrix's landing page for a **modern, trustworthy brand presence** and built an **integrated customer panel** that unified services in a minimal, professional interface, improving usability and credibility.

Product Designer | Iran Business Couching

Bahman, 1403 - Tir,1404 (6 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:** I enhanced a medical image visualization and workflow generator by redesigning its UI to **improve usability** and **accessibility**. I reorganized the layout and tools to be more **intuitive and efficient**, conducted **competitive analysis** to identify feature improvements, and collaborated on new features for the next version. This required close work with developers and cross-functional teams to align updates with **user needs** and **business goals**.

UI/UX Design | Arman Ertebatat Vira

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

Artina (Persian NFT Marketplace):

- Collaborated with the team to support the **onboarding process** for artists , aiding in the smooth transition of their artworks into the digital marketplace
- Collaborating with web developers to create a suitable **solution based** on conducted UX research

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

Education

Master of Artificial Intelligence | Alzahra University

1402 - Present

Bachelor of Computer Engineering | Zanjan University

1397 - 1402