

# Atefeh Hajebi (She/Her)

## UX/UI Designer

Enthusiastic and detail-oriented **UX/UI Designer** with a strong foundation in **user research, interaction design, and accessibility**. **Over 12 years of cross-functional experience in engineering, design, and customer experience, enabling a deep understanding of both business and user needs. Skilled in creating user-centred solutions through data-driven research and iterative design.** Proficient in leveraging **AI-powered tools such as ChatGPT, Gemini, and GitHub Copilot to enhance ideation, research, and workflow efficiency.** Actively exploring emerging tools like **Notion AI and Uizard to stay updated with the latest UX/UI design trends.** Passionate about delivering inclusive, visually engaging, and impactful digital experiences for web and mobile platforms.

📍 London, UK

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## Skills

- **UX Design:** User Research · Wireframing · Prototyping · Information Architecture · User Journeys · Usability Testing · Interaction Design
- **UI Design:** Visual Design · Design Systems · Responsive Layouts · Typography & Iconography · Accessibility (WCAG)
- **Research Methods:** Surveys · User Interviews · Affinity Mapping · Card Sorting · Heuristic Evaluation · Competitive Analysis
- **Soft Skills:** Communication · Collaboration · Problem Solving · Time Management · Fast Learning · Creativity

## Tools & Software

- **Design & Research:** Figma · FigJam · Miro · Canva · Maze · Trello · Jira
- **AI & Automation:** ChatGPT · Gemini · GitHub Copilot
- **Additional Familiarity:** Notion AI · Uizard (familiar with concepts, exploring for future use)
- **Collaboration & Communication :** Microsoft Teams · Zoom · Slack · Google Workspace
- **Version Control:** GitHub

## Employment

### Product Designer Melody Town Music (E-Commerce)

📅 Jul 2024 - Now, 📍 Remote, Germany

- Conducted user interviews, surveys, and contextual inquiries to identify user needs.
- Created site maps, user flows, and low- to high-fidelity prototypes using Figma.
- Collaborated with stakeholders to align business and user goals.
- Performed usability and accessibility testing to refine the final design.

### User Researcher & UX/UI Designer Swift Services

📅 Feb 2024 - June 2024 (4 mos), 📍 Remote, Portugal

- Led research through surveys and interviews to understand user goals and needs.
- Developed wireframes, mockups, and interactive prototypes.
- Conducted mid- to high-fidelity usability testing and accessibility audits.

### UX Teacher Assistant UXLand Online School

📅 Jan 2024 - Apr 2024 (3 mos), 📍 Remote, USA

- Assisted students in UX/UI research and design projects.
- Mentored learners to improve project quality and meet deadlines.
- Facilitated group collaboration and creative problem-solving sessions.

## **UX Architect & Interaction Designer** Saving Face (Online Project)

📅 Oct 2023 - Dec 2023 (2 mos), 📍 Remote, USA

- Conducted heuristic evaluation and competitor analysis for redesign.
- Created site map and user flow via card sorting.
- Developed wireframes and interactive prototypes focused on usability.

## **Sales Associate / Stylist** Reiss

📅 Nov 2021 - Jul 2022 (8 mos), 📍 London, UK

- Delivered premium in-store client experiences and styling consultations.
- Collaborated with digital teams to enhance online shopping UX through customer insights.
- Maximised sales while maintaining high service standards.

## **Financial Clerk** Total Coding

📅 Oct 2018 - Aug 2020 (1 yr 10 mos), 📍 London, UK

- Managed usability feedback on financial software and recommended IA improvements.
- Reported layout and functionality issues directly to development teams.
- Supported product optimisation through continuous iteration and testing.

## **Customer Service Manager** Total Coding

📅 Jan 2018 - Jul 2018 (6 mos), 📍 London, UK

- Supervised the support team and tracked user issues to enhance satisfaction.
- Reported UX-related bugs and usability pain points to developers.
- Coordinated between customer service and product design teams.

## **Customer Service Advisor** Total Coding

📅 Dec 2016 - Jan 2018 (1 yr 1 mo), 📍 London, UK

- Delivered customer and technical support across multiple service platforms.
- Logged user feedback to guide product and UX improvements.

## **Commercial Expert** GoldNet Engineering Group

📅 Jul 2012 - Mar 2014 (1 yr 8 mos), 📍 Mashhad, Iran

- Managed GPS tracking software client support and training.
- Advised customers on optimal product solutions and improved user experience.

## **Electrical Lab Manager & QA Engineer** Toos Fuse Co.

📅 Aug 2011 - Jul 2012 (11 mos), 📍 Mashhad, Iran

- Designed and usability-tested software for electrical meter data systems.
- Led QA testing and technical documentation for manufacturing workflows.
- Enhanced process efficiency through improved UX in technical interfaces.

## **Robotics Committee Manager** Azad University

📅 Oct 2008 - Jun 2010 (1 yr 8 mos), 📍 Mashhad, Iran

- Managed and coached robotics teams for competitive projects.
- Organised MAZE and line-following robot competitions.

## Education

### **Islamic Azad University of Mashhad**

B.Sc. in Telecommunications Electrical Engineering

## Certifications

### **UX/UI Design Certificate** UXLand Online School

📅 2023 - 2024 (1 yr), 📍 Online, USA

### **UX Fundamentals Bootcamp** Nexa-Land

📅 2023 - 2023 (), 📍 Online, USA

### **UX/UI Action Bootcamp** Nexa-Land

📅 2024 - 2024 (), 📍 Online, USA

## Volunteer Works

### **Oxfam**

📍 Kingston upon Thames, UK

- Assisted customers and gathered feedback to improve in-store experience.
- Supported day-to-day store operations with attention to user comfort and accessibility.