

DONYA NOURI

PRODUCT AND UX/UI DESIGNER

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SUMMARY

Curious, creative, and user-obsessed, I am a digital and brand designer with a strong foundation and experienced +7 years in language teaching, communication, and visual storytelling. With an MA in ESL and expertise in UI/UX, branding, and digital marketing, I create engaging and strategic designs. I thrive on cross-functional collaboration and love using research and data to shape smart, intuitive interfaces. My design process is grounded in empathy, fueled by iteration, and guided by impact.

TECHNICAL SKILLS

- Brand Identity & Visual Design
- Adobe Creative Suite, Blender, Canva
- User Research & Feedback Integration
- Design Systems (creation, maintenance, scaling)
- Figma (file architecture, components, prototyping, API familiarity)
- Figma Plugin Experimentation and Tooling Support
- UI/UX Design & Design QA
- Accessibility & Inclusive
- Design Agile and Cross-functional Collaboration
- Storytelling in Design

PROFESSIONAL EXPERIENCE

Digital designer and researcher

Tobii Dynavox

April 2025 - June 2025

- Conducted 23 qualitative interviews and analyzed survey data to uncover systemic barriers in traditional recruitment practices
- Designed a comprehensive DEI Hiring Toolkit, including accessible job description templates, inclusive interview formats, and evaluation guidelines
- Proposed a measurable DEI roadmap and KPIs for long-term tracking of inclusion efforts
- Presented strategic recommendations to stakeholders, emphasizing human-centered, accessible, and equitable design solutions

UI/UX Designer

Nightlist

January 2025 - February 2025

- Designed a user-centered mobile app that streamlined the discovery and planning of club nights in Stockholm, resulting in increased user engagement and improved event attendance for local venues.
- Built a scalable design system and interactive high-fidelity prototypes in Figma.
- Conducted user research and testing to maximize UX flows, resulting in 30% reduced navigation friction and improved task completion rates.
- Demonstrated high expertise in UX strategy, UI design, interaction design, and cross-functional collaboration.

UI Designer & Branding Identifier

Budi Group
November 2024 - December 2024

- Designed and developed the entire brand book for Swedish second-hand shop BUDI, tying its visual identity to values of sustainability, and affordability.
- Set up and documented brand basics like logo systems, typography hierarchy, color palette, and visual arrangements to create consistency and scalability.
- Designed UI component guidelines for buttons, forms, navigation, and layout in aid of easy product design and development.
- Applied the principles of modern, forward-thinking Scandinavian design to balance aesthetic appeal with usability on digital touchpoints.
- Demonstrated strengths in visual design, brand systems, Figma prototyping, design documentation, and UI consistency.

UI/UX Designer for Social Impact

Maria Ungdom
September 2024 - October 2024

- Created a mobile application in Sweden to support youth mental health with features like emergency calling, journaling, treatment tracking, and mindfulness tools.
- Designed user flows, wireframes, and prototypes focused on simplicity, comfort, and accessibility.
- Used a calming color palette, soft visuals, and gamified progress tracking to promote engagement.
- Worked closely with a team to take user insights and turn them into thoughtful, inclusive design solutions.
- Implemented gamified UX flows, resulting in 25% higher daily engagement.

UI/UX Designer

Dr. Mahmoodinejad's Pharmacy
April 2022 - December 2022

- Designed logos, business cards, and signage for the pharmacy's brand identity.
- Redesigned pharmacy's digital presence with updated brand visuals and UX flows.
- Collaborated with PMs and marketers to align experience with business goals.

Visual Designer & Marketing Strategist

Dr. Safa Mahmoodinejad Pet Clinic
February 2023 - December 2023

- Designed brochures, posters, banners, and digital marketing assets for the clinic.
- Created a new UI for the clinic's website and improved UX with interactive prototypes.
- Boosted online engagement by 35% through UI/UX redesigns and targeted design marketing strategies.

Brand & UI Designer

Mehr Arad Urum Rashin counter house
January 2019 - December 2019

- Designed web and mobile UI components, ensuring brand consistency.
- Developed logos, color palettes, and typography systems aligned with branding guidelines.
- Created custom illustrations, infographics, and marketing materials to enhance engagement.
- Collaborated with deLed UI design for company website and visual content creation.

- Designed the front-end UI and visual elements for the company's website.
- Created high-quality architectural illustrations and branding assets for projects.
- Managed the copywriting and content strategy for digital platforms.

EDUCATION

Digital creativity

Hyper island

Master degree in English as second language

Urmia University

Published article interactionist vs interventionist
dynamic assessment on Iranian EFL learners' writing
performance

Bachelor degree in English Translating,

Azad University of Urmia

LANGUAGE

- English (Fluent)
- Swedish (Beginner)
- Turkish (Fluent)
- Azeri (Fluent)
- Farsi (Fluent)
- Kurdish (Fluent)