

Fereshteh Hosseini

UI/UX DESIGNER

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Key Qualifications

- Strong **interdisciplinary background** in Technology and Art, with a keen eye for aesthetics and detail.
- Professional experience at **the AIT Austrian Institute of Technology, Austria's largest non-university research institute**.
- Skilled in **conducting user research**, interviews, and surveys to identify user requirements and insights.
- Ability to **translate user requirements** into innovative design concepts, combining insights with state-of-the-art trends.
- Knowledge of **front-end development**, facilitating effective collaboration with development teams and ensuring designs are technically feasible.
- Proficient in **creating wireframes, prototypes**, and mockups to visualize design solutions effectively.
- Strong ability to **apply HCI methods** for specific cases and analyze qualitative and quantitative data to inform design decisions.

Technical Skills

- UX Design:** User-Centered Design, Interaction Design, Human-Machine Interfaces (HMI), Usability Testing, Design Systems, Wireframing & Prototyping
- Design Tools:** Proficient in Figma, Adobe XD, Photoshop
- Prototyping & Wireframing:** Prototyping with Figma, PenPod, and Balsamiq; familiar with 3D prototyping using Unity and physical prototyping with Arduino
- Research & Analysis:** User Interviews, Surveys, Focus Groups, Contextual Inquiry, Competitive Analysis, Quantitative Data Analysis (R Studio, SPSS), Qualitative Data Analysis(Thematic Analysis)
- Web Development:** HTML, CSS, JavaScript, React.js, Shadcn UI Library
- Programming Languages:** Python, C, C++

Working Experience

User Experience Designer

Vienna, Austria

Austrian Institute of Technology (AIT)

Jun 2025 - Now

- Designed and improved HMIs in mobility sector projects with a user-centered approach.
- Enhanced sustainable mobility in the on-demand shuttle service (RIAMO project) by applying persuasive interface design strategies to encourage user engagement and adoption of eco-friendly transportation.
- Contributed to user research and interface design in the Tele operator crane system by conducting contextual inquiries and workshops to capture operator requirements, and translating insights into wireframes and prototypes to support the digitalization of crane operations.

Product Design Intern

Tehran, Iran

TOSAN TECHNO and Productplan companies

Dec 2022 - May 2023

- Redesigned user experience for ATM and cash register systems by conducting field studies, observations, and user interviews to identify pain points; performed qualitative analysis, led group brainstorming sessions, and created wireframes and Figma prototypes to improve navigation and workflow efficiency.
- Gained hands-on experience in product design principles under the mentorship of a 30-member expert team, with exposure to UX Writing, Service Design, Business Model Canvas, Agile methodologies, and analytics tools including Google Analytics and Google Tag Manager.

Visual Design Specialist

Tehran, Iran

Pars Higher Education Institute of Art and Education

Sep 2021 - Aug 2023

- Utilized advanced proficiency in Adobe Photoshop to create visually engaging graphics and layouts for digital interfaces, maintaining brand consistency and elevating user experience.
- Collaborated closely with cross-functional teams to conceptualize and execute design solutions, harnessing Photoshop's tools and features to optimize visual elements for web and mobile platforms

Software Engineer

Tehran, Iran

Shatel, Mobile Network Operator Company

May - Sep 2015

- Initiated the development of a Log Management project using MongoDB, enhancing data storage and retrieval processes

Education

MSc Human Computer Interaction (HCI)

Salzburg, Austria

Paris Lodron University of Salzburg (PLUS) & FH Salzburg (Joint Master)

Oct. 2023 - Now

- Thesis title: "Designing a Booking Application for Automated On-Demand Shuttles: Promoting Sustainable Mobility Patterns", under supervision of Dr. Manfred Tscheligi
- Focus on: HCI theory, methodology and prototyping, human factors & user experience engineering, interaction design & digital innovation, contextual interfaces, Experience Leadership & Innovation Management, HCI innovations & future technologies

MA of Photography

Tehran, Iran

University of Tehran

Oct. 2020 - Jul 2023

- Thesis title: "Social Portrait": A survey on 'Iranian Family' series of Mohsen Rastani, under supervision of Mehrdad Nadjmabadi
- Focus on: Photography & Art, Visual Culture Studies, Photography in World and Iran, A Comparative History | GPA: 18.73/20

BSc Computer Engineering (Software)

Tehran, Iran

Khajeh Nasir University of Technology

Sep. 2012 - Jan 2017

- Thesis title: "An open source cloud gaming testbed using HEVC video coding standard", under supervision of Dr. Hoda Roudaki

Certificates

Aug 2022 **Human Computer Interaction (HCI)**, Interaction Design Foundation

Certificate

Aug 2022 **TOEFL ibt**, Score: 92 (Reading:22 - Listening:24 - Speaking:23 - Writing:23)

Certificate

2017 **Advanced Free Art Courses**, University of Tehran, Iran

Aug 2014 **Cisco certified Network Associate (CCNA)**, Kakhshan Institute

Languages

English Fluent

German B1

Persian Native

Publications

Self-monitoring and Feedback : Promoting Sustainable Transportation in On-Demand Mobility Services

MUM Conference (Paper)

Authors: Fereshteh Hosseini, Setareh Safari, Manfred Tscheligi

2025

DOI:10.1145/3771882.3771904

Trusting Chip Design: A UX Journey

MUM Conference (Poster)

Authors: Guglielmo Papagni, Sergii Tkachov, Anjeza Karaj, Fereshteh Hosseini

2025

DOI:10.1145/3771882.3773947

Portfolio

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