



# Farzaneh Falakrou

## Product Designer

📍 Berlin, Germany  
@ [farzaneh.falakrou@gmail.com](mailto:farzaneh.falakrou@gmail.com)  
in [farzaneh-falakrou](https://www.linkedin.com/in/farzaneh-falakrou)  
🌐 [farzaneh-falakrou.github.io](https://github.com/farzaneh-falakrou)

### SKILLS

Project Management   User Research  
Problem-Solving   Critical Thinking  
Collaboration   Wireframe & Prototype  
Usability Testing   Data Analysis  
Design Systems   Visual/UI Design

### TOOLS

Figma, Miro, Adobe Creative Suite,  
HTML5 + CSS, Jira

### LANGUAGE SKILLS

English: C2  
Persian: C2  
Italian: B1  
German: A1

### EDUCATION

UI Specialisation Course | CareerFoundry  
📅 Sep 2023- Nov 2023  
UX Design Certification | CareerFoundry  
📅 Dec 2022 - Sep 2023  
MSc Urban Planning | Politecnico di Milano  
📅 2017 -2020   📍 Milan, Italy  
BSc Architecture | Azad University  
📅 2009 -2014   📍 Isfahan, Iran

### SUMMARY

*As a Product Designer with 5+ years of experience in architecture, my background enriches my understanding of spatial relationships and user behavior, enabling me to create user-centric solutions. I also bring strong project management skills to ensure effective execution.*

### WORK EXPERIENCE

#### Freelance Product Designer

📅 Dec 2023 – Present

- Redesigned Yachtitude's website, boosting customer engagement by 10%.
- Led the design of a web app for the Chingu Voyage project, enabling dinosaur information exploration. [Link to Project](#)

#### Freelance Architect

📅 Jun 2020 – Oct 2022

- Exceeded client expectations by timely completion of interior projects through user feedback and project management.

#### Urban Planning Intern | Labsimurb

📅 Apr 2019 – Dec 2019   📍 Milan, Italy

- Implemented a 100 km sustainable bike path in south Milan, enhancing mobility and accessibility.

#### Architect | Jahannama Architects

📅 Jan 2015 – Jul 2017   📍 Isfahan, Iran

- Contributed in the entire design process of residential projects, creating detailed drawings within a cross-functional team.

### PROJECTS

#### UI Designer | Real Estate Responsive Web App

📅 Sep 2023 – Nov 2019

- Designed high-fidelity prototypes showcasing visual elements such as color, typography, and UI components that align with the project's goals. [Link to project](#)

#### UX/UI Designer | Beauty Expert App

📅 Feb 2023 – Aug 2023

- Led the user-centered approach through UX methodologies, UX documentation, design vision, outlining the UX process.
- Developed user and usability tests based on the different user flow achieving user satisfaction score of 6 out of 7. [Link to project](#)

#### UX Designer | Language Learning App

📅 Dec 2022 – Jan 2023

- Conducted user research including competitive analysis, user interviews, and surveys to gather data and develop personas.