

Niloofar Hajiheidari

UI/UX Designer

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Portfolio  

UX/UI Projects

Bezak

Shopping App | [See project](#)

Shilan

Reservation App | [See project](#)

Kaman

Productivity App | [See project](#)

Skills

UX Research: Qualitative Interviews, Focus Groups, Usability Testing, & Competitor Benchmarking.

Product Strategy: End-to-End Product Design (0 to 1), Market Trend Analysis, & Innovation Strategy.

Design Craft: UI Design, Wireframing, High-Fidelity Prototyping, Cross-platform Design (Mobile & Web), & Design Systems.

Product Thinking: Design Thinking Methodology, User Flow Optimization, User Journey Mapping, & UX Writing.

Data-Informed Design: Quantitative Data Analysis & Consumer Needs Assessment.

Tools

Figma, Maze, Miro, Procreate, Canva, Adobe Illustrator, Photoshop, InDesign, After Effects, MAXQDA, Qualtrics, G Suite (Google Sites, Slides, Docs, Sheets), Squarespace, R-studio, Microsoft Office Suite

Work experience

Design and Marketing Internship

Feb 2025 - Dec 2025

Twente Medical Optics, Enschede, Netherlands

- Designed the UI and UX of the Med-Tech device interface.
- Redesigned the website, created newsletters, and supported stakeholder research
- Created LinkedIn content: event photos, videos, and branded templates
- Designed event materials (flyer, labels, QR page) and helped present the product at a live event

Graphic Design Teaching Internship

Jan 2022 - Feb 2024

Art Schools, Tehran, Iran

- Supported lesson delivery and led weekly design critiques for 20 students, promoting collaboration, enhancing design skills, and contributing to a dynamic learning environment.

Product Designer

Jan 2022 - Oct 2022

Narvan Startup Studio, Tehran, Iran

- Conducted user research through interviews and focus groups, creating personas and journey maps to guide the development of user-centered design solutions.
- Led the prototyping and redesign of a web and mobile application, using data analysis to identify pain points and enhance usability and visual design.
- Developed and implemented new features and functionality to improve overall user experience and product performance.
- Worked closely with developers and product managers to translate designs into functional, high-performance interfaces.

Education

Master in Communication Science

Feb 2025 - Jan 2026

University of Twente, Enschede, Netherlands

Bachelor in Visual Communication

Jan 2020 - Feb 2024

Farhangian University , Tehran, Iran

Professional Certificates

Google UX Design

July 2024

Coursera Online | [Credential](#)

- Design a User Experience for Social Good & Prepare for Jobs
- Build Dynamic User Interfaces (UI) for Websites
- Create High-Fidelity Designs and Prototypes in Figma
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low-Fidelity Prototypes
- Start the UX Design Process: Empathize, Define, and Ideate
- Foundation of User Experience (UX) Design

UX Design

Sep 2021

Rahnema College Online

Product Design

Dec 2021

Rahnema College Online

Languages

English | Proficient User (IELTS 7)

Persian | Native