

Sheida Rahimian

Emerging UI/UX designer with 6+ years of experience as pharma Product Marketing Manager background.

As a product marketing manager-turned-UI designer, my strong business analytical experience is paired with user-centric design skills and can bring my marketing, detail-oriented and data-driven mindset as well as cheerful spirit to any team. Tech savvy and looking for new opportunities to grow in this field.

EDUCATION

CareerFoundry

UI Design Program
(Front-End Development Specialization)
Apr 2021 - Jun 2022

University of California, Berkeley

MicroMasters, Marketing Analytics
2018 - 2020

Technische Universiteit Delft (TU Delft)

Master of Science (MSc), (Systems) Engineering & Policy Analysis
2007 - 2009

Allameh Tabatabai University (ATU)

Bachelor of Science (BSc), Business & Managerial Economics
2002 - 2006

SKILLS

Strategic marketing planning & execution
Market research
Branding
Interaction design
Visual design
Design systems
Usability research
Product strategy
Wireframing
Prototyping
Storytelling




TOOLS

Design & UX: Sketch, InVision Studio, Adobe Illustrator, Adobe Photoshop, Visual Studio Code, GitHub, Webflow

Technology: HTML5, CSS3, JavaScript

LANGUAGES

English (Native)
Persian (Farsi) (Native)
Spanish (Fluent)
French (Good Knowledge)

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EXPERIENCES

SANOFI

(ME Zone)

Product Marketing Manager
(Consumer Healthcare BU)

Oct 2013 - Mar 2018

- Managed launched product projects.
- Full management of new launch projects.
- Prepared and executed marketing products’ brand plans (i.e., SBCP (Strategic Brand Customer Plan)).
- Prepared and executed marketing tactical plan (Go-to-Market strategies) on an annual basis based on business plan.
- Maintained and improved product knowledge & brand positioning to salesforce, DSM & RSM (District/Regional Sales Managers).
- Developed & monitored product campaigns (including online). Partnered with advertising & media agencies in order to select the most effective campaign via market testing of concept and message.

SANOFI

(ME Zone)

Supply Chain Analyst

(Industrial Affairs & Supply Chain)

Aug 2011 - Sep 2013

- Data Analysis Projects / Demand Planning through:
- Prepared and published monthly “Stock Analysis” report through monthly Sales Closings, to be submitted to Middle East Zone and Paris HQ.
- Prepared monthly Sales-IN plan (importation plan) in-line with affiliate’s Budget target.
- Ran “Sales Forecast Management” project by capturing monthly market demand forecast through all groups of Sales & Marketing.
- Key Liaison for local manufacturing technology transfer projects.

NEM b.v.

(Leiden, The Netherlands)

Marketing Research Analyst

(Marketing / R&D)

Sep 2008 - Oct 2009

- Project leader: Investment opportunity and scenario planning for Concentrating Solar Power (CSP) technology in the USA.
- Identified target market and opportunities through industry research in the field of Solar Renewable Energy in the US market.
- Contributed to collecting market data and evaluating information from diverse market sources, creating market research reports.
- Analyzing quantitative as well as qualitative information to support review new and existing marketing and sales strategies.
- Developed future market scenarios and product road map to lay out vision for future market investment opportunities.