

SHIVA SHARIFI

UI/UX designer

[My Portfolio](#) | [LinkedIn](#)

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I enjoy solving problems by focusing on user needs while keeping business goals in mind. I work well with teams and love collaborating to create designs that are both effective and user-friendly.

EXPERIENCE

Retiba | UI/UX Designer

2022 - 2024

The Retiba Analysis Group is a specialized brand providing venture capital investment services.

- **Redesigned** the main website to better showcase the company's services and align with managerial goals, ensuring a seamless and responsive experience across **different screen sizes**.
- Developed a multi-level **user panel** and optimized **dashboards** to enhance financial management efficiency, while establishing and maintaining a **UI kit** and **design system** for consistent user experience. [Dashboard Case Study](#)
- Created a financial calculator website with **20+ customizable templates**, backed by **documentation** and **competitor analysis** to improve reporting and help users make informed decisions.
- **Collaborated** with the **development team, content creators, product manager**, and **stakeholders** to enhance overall brand-user interaction.

Riseh | Co-Founder and Product Designer

2021 - 2022

Riseh is a social app that allows users to create wish lists and event calendars (birthdays, anniversaries, national days, etc.) to share with family and friends. Users can follow each other's lists and claim gifts.

- Conducted user research through **15+ interviews** and competitive **benchmarking**, uncovering key insights into user needs and behaviors to inform design decisions.
- Conducted **usability testing** with **7 participants** and **analyzed heatmaps** to identify usability issues and refine key features, enhancing the user experience.
- Created interactive **wireframes** and **prototypes**, increasing user engagement and optimizing usability.
- **Collaborated** effectively with **cross-functional teams** to align product design with business goals and improve user satisfaction.
- Designed cohesive brand visuals to enhance the app's UI and user experience.

EDUCATION & COURSES

Product Design Bootcamp (UI/UX) | Diginext Academy

[Certificate](#) - 2024

M.Sc. in Landscape Architecture | IAU South Tehran Branch

2015 - 2017

SKILLS

Tools & Softwares: Figma, Adobe Illustrator, Adobe Photoshop

Research: Interview, Competitive Analysis, Persona, Journey Mapping, Affinity Diagram and Usability Testing.

Design: Familiar with Interaction design and User flows.

Soft Skills: Problem-Solving, Team collaboration, Responsibility, Creativity, Multi-Tasking and Documentation.