

SUMMARY

UI/UX designer with 3+ years of experience across e-commerce and fintech, specialized in RTL/Persian interfaces and design systems. Started in graphic design and grew into full UI/UX ownership at Passazh, including a redesigned seller desktop panel and a buyer-seller chat system. Currently leading the SEP B2B website redesign — from stakeholder feedback and revision through to design-token implementation.

SKILLS

Figma (Variables & tokens), Design Systems, RTL/Persian UX, Usability Testing, WCAG/Accessibility Audits, Wireframing & Prototyping, Double-Diamond Process, Stakeholder Collaboration, Photoshop, Illustrator, Adobe XD

EXPERIENCE

Saman Electronic Payment (SEP) — Product Designer . Sep 2025 – Present

- Leading the redesign of SEP's B2B fintech website — homepage, card-reader product page, contact and search-results pages, and the blog — after revising the first version based on team-lead feedback on brand consistency and visual hierarchy
- Built the site's design-token system (light/dark theme) with WCAG contrast audits, referencing international fintech products at the team lead's suggestion
- Own RTL Persian interface decisions end-to-end across multiple stakeholder review rounds

Banimode — UI & Graphic Designer . Jul 2024 – Sep 2025

- Designed marketing assets, campaign visuals, and UI for gamified product experiences
- Adapted a live seasonal campaign to a new theme within a single day, coordinating with the marketing team to preserve visual continuity under a hard deadline

Passazh — UI/UX Designer . Jun 2022 – Aug 2024

- Owned the full buyer and seller experience across web and mobile for an e-commerce marketplace
- Redesigned the seller desktop panel from a mobile-only workflow after call-center feedback identified recurring seller support requests; support call volume decreased over time following the redesign
- Designed a buyer-seller chat modeled on familiar messaging UI, supporting product sharing, discount codes, and negotiation, in collaboration with the product owner
- Built and maintained the marketplace's design system in Figma

SELECTED PROJECTS

Castbox Case Study (UX/UI Design · Jun 2025 – Jul 2025)

School project at INVERSE UI/UX. Redesigned key flows to improve navigation and content discoverability using design-thinking research and UI refinement.

Luca – Ride Reservation (App UI/UX · Apr 2025 – Jun 2025)

Designed a ride-reservation app from scratch under tight client deadlines; project was ultimately cancelled by the client before launch.

BusNet – Multi-Sided Transportation Platform (UI Designer · Nov 2024 – Jan 2025)

Designed UI from scratch for a 3-part transport system — company, driver, and employee apps — using a distinct primary color per platform.

AI Mission Hub – Kids AI Learning App (Concept · Interview Task · Aug 2025)

Designed a gamified AI-education concept for children ages 9–13, created for a design interview exercise.

EDUCATION

Associate Degree in Graphic Design . B.A. in Visual Communication
Product Design — Ali Babaei, Amanj Academy (in progress)
Google UX Specialization · INVERSE UI/UX · Soheil Najafi Bootcamp

LANGUAGES

Persian — Native · English — Intermediate