

As a UX/UI designer with a Master's degree in Human-Computer Interaction from Siegen University and hands-on experience in both student and full-time roles, I focus on crafting user-centered digital experiences. Proficient in tools like Figma and Sketch, I excel in prototyping, wireframing, and mapping user journeys. My expertise in both qualitative and quantitative research drives the creation of impactful, user-focused designs. I am eager to bring my skills to a progressive, agile team.

[LinkedIn](#)

[Portfolio](#)

• Work Experience

UX/UI Designer - [Janitza Electronics GmbH](#) - Wetzlar

Dec 2024 - Present

- Developed and managed the company's design system, promoting consistency and scalability across various platforms.
- Worked in close partnership with developers and product owners in cross-functional teams to ensure alignment between design and implementation.
- Suggested proactive UX enhancements and design improvements grounded in usability and user feedback.
- Assisted in design documentation and the development handoff to facilitate seamless collaboration.

UX/UI Designer - [SAP LeanIX](#) - Bonn

Feb 2024- Oct 2024 (Working Student)

- Conducted quantitative and qualitative research methods, including interviews, prototype testing, and customer analytics, leading to a 30% increase in user satisfaction by targeting specific pain points from user feedback.
- Designed UX/UI concepts, creating mockups, wireframes, sitemaps, and prototypes that reduced user task completion time by ****15%**** based on usability testing.
- Developed user journeys and turned insights into features, working with Agile teams, which improved design approval rates by ****25%**** through better alignment with user needs.
- Managed multiple design projects, improving project delivery speed by ****20%**** while collaborating with front-end developers and senior designers.

UX Writer - [Bosch eBikes](#) - Frankfurt

Jul 2023 - Sep 2023 (Working Student)

- Created microcopy for digital interfaces with a consistent tone and voice.
- Worked with teams to address edge cases and design user journeys.
- Conducted product benchmarking, enhancing readability scores by 20%.
- Linked text and visuals for cohesive app communication.
- Launched the UX Sparks newsletter, boosting internal knowledge sharing by 60% according to internal statistics.

UX Designer - [Bosch Digital](#) - Stuttgart

Mar 2023 - Jun 2023 (Working Student)

- Improved Bosch CCoE's web portal, boosting productivity.
- Analyzed user needs and created user journey maps.

Student Assistant - [Bosch Digital](#) - Stuttgart

Jan 2023- May 2023

- Planned and conducted user research to understand user needs and behavior
- Analyzed research findings and gathered actionable insights, leading to the development of features that improved user engagement by 12%, as indicated by usage.
- Documented and coded research findings using MAXQDA for detailed analysis and reporting, improving the accuracy of research reports by 20%, according to peer reviews and feedback from academic advisors.

Sep 2022- Dec 2022

- Designed engaging artboards and workshop content for social media platforms to enhance online presence and student engagement, increasing social media interactions by 30%, tracked through platform analytics.
 - Cooperated with faculty and staff to develop visually appealing and informative materials.
 - Utilized graphic design tools and software to create content that aligns with the university's branding and communication strategies.
 - Assisted in planning and executing social media campaigns, contributing to raised visibility and outreach.
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• Languages

German (B1-B2) - English (C1-Fluent) - Persian (Native)

• Soft Skills

Hard Skills

CGPA: 1.9

- Design Tools: Figma, Adobe XD, Photoshop, Illustrator, Sketch / Prototyping, and Wireframing / Information
- Architecture (UX) / Interaction Design / Data Visualization / Digital Drawing and Sketching / Design Systems / Qualitative and Quantitative Research Methodologies and Analysis / Atlassian stack (Jira, Confluence) / Microsoft Office / Usability Testing

Soft Skills

CGPA: 1.3

- Empathy / Design Thinking/ Storyboarding / User Journey Mapping / Collaboration / Communication Flexibility /
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• Education

M.Sc in Human-Computer Interaction, Universität Siegen,

Domains: User Research, Human-centered Design, Digital Transformation, Accessibility & Usability Method

Creative Storytelling & Writing, European Summer School Prague

Domains: Imaginative Writing, Story Telling in Business Presentations, Developing and Selling Ideas

B.Sc in Industrial Design, Islamic Azad University of Mashhad-Iran

Domains: Sketching, Bionic Design, Human-centered Design,

• Educational Projects

[Product design, Voice interaction - UX for AI](#)

[Explainable AI in the Smart Home Domain](#)

[Social acceptability of technology in everyday life](#)

• Volunteer Experience

Model United Nations (MUN), Universität Siegen

- Engaged in simulated UN conferences, honing diplomacy and negotiation skills while drafting resolutions with fellow students.

World Usability Congress (WUC)

- Assisted in event logistics and supported speakers and attendees for a successful conference.

Tutor for Freshman HCI Students, Universität Siegen

- Guided students on coursework and projects to enhance their understanding of HCI principles.

Buddy, Universität Siegen

- Helped international MSC HCI students acclimate to Germany.

Interaction Design Foundation Community

- Participated in discussions to enhance UX design knowledge.