

Marzieh Ghodrat

Product Designer | UX/UI Designer

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Accomplished Product Designer with 9 years of experience designing intuitive, user-centric digital products for startups, specializing in FinTech. Skilled in end-to-end design, from comprehensive user research to high-fidelity prototypes. Leveraging a strong programming background, I bridge design and development to deliver seamless solutions. Adept at collaborating with agile, cross-functional teams to drive innovation and deliver high-quality designs.

Work Experience

Product Designer | Zeal Holdings | Broker of forex, crypto, and CFD. | London Aug 2022 – Present (3 years)

- Redesigned company website, boosting user views by 43%, engagement time by 54%, and conversion rates by 66% through user research and optimization.
- Designed and implemented design systems, improving platform consistency and optimizing design workflows.
- Worked on UI/UX design for trading mobile app and customer portal, prioritizing user-centric interfaces and seamless functionality.
- Designed a gamified educational mobile app for trading basics, enhancing user engagement and retention through innovative UX design.
- Created responsive interfaces for web, mobile, and tablet, ensuring seamless user experiences across devices.
- Conducted A/B testing and competitor analysis to refine designs and align with industry best practices.
- Collaborated with developers and product managers to deliver high-quality solutions.
- Designed landing pages, and banners for Google and social media ad campaigns.

UX/UI Designer | Sivan Software Group | Software development agency. Aug 2021 - Jul 2022 (1 year)

- Designed 7+ mobile and web applications for startups in healthcare, real estate, and supply chain sectors.
- Mentored an intern designer, guiding project execution and professional development.
- Improved customer acquisition by 50% through user-friendly, visually appealing designs.
- Operated in agile sprints, presenting designs to stakeholders and iterating based on feedback.
- Lead multiple projects from conception to completion in accordance with deadlines.

Freelance UX/UI Designer Jun 2019 - Jul 2021 (2 years, 2 months)

- Designed mobile apps and dashboards for clients in diverse industries, focusing on usability and aesthetics.
- Developed WordPress websites, including an e-commerce platform, increasing client sales through optimized UX.

UX/UI Designer | Digital Complex | Software development agency. Oct 2017 - May 2019 (1 year, 8 months)

- Created mobile applications, including food delivery and ticketing platforms, emphasizing intuitive UX.
- Delivered responsive designs, collaborating with developers for seamless implementation.

Graphic Designer | Business Training Center | Center for business train. Aug 2015 - Jul 2016 (1 year)

- Designed advertisements and infographics to enhance business training initiatives, applying visual design principles.

Skills

Technical

- Design Systems
- Design Thinking
- User-Centered Design
- Visual Design
- Accessibility WCAG
- Prototyping

- Wireframing
- Information Architecture
- User Research Methods
- WordPress
- HTML / CSS

Interpersonal

- Collaboration and teamwork
- Flexibility and adaptability
- Creativity and innovation
- Problem-solving and critical thinking

Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Tilda
- Jira
- Confluence

Education

- M.S. Information Technology Engineering
- B.S. Software Engineering

Certification

- UX Management Feb 2024, IxDF
- Design Terminology Mar 2023, Uxcel