



NASIM MIRZAEI

Product Designer - UX strategist



Professional Summary

Creative and research-driven UX/UI Designer with hands-on experience designing mobile apps, PWA platforms, and multi-sided digital products. I specialize in user research, flow design, usability testing, and building scalable design systems that make products intuitive and visually consistent.

My background in product processes helps me understand business goals, collaborate smoothly with developers, and deliver designs that solve real user problems — without stepping outside the UX role.



Work Experience

Yemeet, Tehran

2025

Product Designer/ Manager

- Designed end-to-end flow for A 3-side event product (Organizer /Attendee /Admin Panel)
- Built full UI design for web, Android, and PWA versions aligned with brand direction.
- Created complete Design System + UI Kit, delivered to developers via Figma.
- Developed interactive prototypes for all major flows.
- Conducted competitive analysis to identify UX gaps in regional event apps.

Smart Rahand (Eghtesad Novin Bank), Tehran

2024-2025

Product Manager

- Led UX improvements for Novin Bank's digital lending platform.
- Managed QA & usability review cycles, documenting user experience issues.
- Worked closely with designers and developers to create user-friendly interfaces.
- Defined product flows, PRDs, and roadmaps based on user research and data insights.

Engenesis, Remote Sydney (Australia)

2023-2024

Senior Product Designer

- Redesigned consulting website to improve engagement and conversions.
- Conducted user research, usability tests, and A/B tests to optimize UX.
- Increased feature adoption by 87% through data-driven design iterations.

Brisa Business (Remote)

2020-2022

Product Designer

- Delivered UI/UX solutions for SaaS and AI-powered platforms.
- Designed an AI-powered skin-scanning MVP, including IA, flows, and UI.
- Conducted surveys, interviews, and user behavior analysis.
- Created user stories and optimized user experience across platforms.

ING Bank, Madrid, Spain

2019-2020

Product Designer — Compliance Banking App

- Supported UX flows, story mapping, and backlog management.
- Assisted cross-functional teams in delivering customer-centric banking features.

WHY I'M A STRONG FIT FOR UX/UI ROLES

Skilled in understanding user behavior and creating clear, research driven flows. Experienced in collaborating with design and development teams, testing iteratively, and applying a product mindset to improve UX and business outcomes.



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[Linkedin](#)



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www.dribbble.com/NasimMirzaei

Education

MBA – Strategic Management

University of Tehran

2025

UX/UI In Action (online)

UX Land, Seattle (United State)

2023

Master's in Business & Big Data

EAE Business School, Madrid

2018-2019

BSc – Electrical Engineering

Karaj Azad University

2011

CORE SKILLS

- UX Research
- User Flows & Information Architecture
- Wireframing & Prototyping
- UI Design (Web/Mobile/PWA)
- Design Systems & Style Guides
- Usability Testing
- A/B Testing
- Competitive Analysis
- Product Thinking & Discovery
- Developer Handoff
- Stakeholder Communication
- Agile / Scrum / Trello / Jira

Tools

- Figma • FigJam • Miro • Trello • Jira
- Notion

Language(s)

- Full Professional Proficiency
- Persian – Native