

Maryam Rezaei

Product Designer | UI/UX Designer

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I'm a UI/UX and Product Designer, My journey began in Android Mobile Development, with 4 years of experience and more than 5 years focused on UI/UX and Product Design. I'm passionate about designing thoughtful experiences and interfaces to ensure users are satisfied while using your product. I believe in simplicity with impact—making design both functional and beautiful and my background in both product design and development allows me to ensure that designs not only look great but also perform effectively.

Skills

Tools: Figma, Sketch, Adobe XD, Photoshop, Rive, Zeplin, and Basic Unity experience.

Technical Skills: User Flowing, Information Architecture, Sketching, Wireframing, Prototyping, Illustration using different tools such as Figma, Interaction Design, User Interviews, Persona, Competitive Analysis, Usability and User Testing, A/B Testing.

Soft Skills: Problem-Solving, Communication, Collaboration, Self-learner.

Others: Basic HTML/CSS knowledge, Java, C#, C++, Basic React Native, Photography.

Experience

UI/UX Designer & Product Designer / Freelancer, Berlin, Germany

March 2022 – Current

Designed **ImmoAssist.AI** application, a new startup that helps people find a home in Europe using AI. It helps people write good requests for landlords and send them faster than others using AI automation.

Designed the **NEXPAT** tourist application, catering to travelers seeking services like hotels, rental cars, bikes, events, and more in their chosen destinations.

- Performed user research using techniques like SWOT analysis and user personas.
- Analyzed competitors to identify valuable features for our product.
- Conducted user research and designed user flows, low- and high-fidelity prototypes, site maps, and UI elements to ensure high-quality design deliverables.

Achievements:

- Integrated conversational commerce and AI automation to streamline the process.
- Leading to faster and more efficient responses from landlords.

UI/UX Designer & Product Designer / Freelancer, Istanbul, Turkey

January 2019 – March 2022

Designed **LumberJack** a casual game, and **Orbifo** a QR payment app, for Sigma Telecom in Turkey, an Istanbul-based VoIP company extending into software development.

Designed **2 websites** for Tavatav Company in Iran, facilitating international goods exchange.

Designed the **Kindness Wall** app enabling users to share items they no longer need for free.

Engaged in various UI design challenges to further enhance skills and creativity.

- Discovery project and goal definition.
- Performed user personas, use-case diagrams, user research, and created wireframes, prototypes, usability testing, and Lo-fi, Mi-fi, and Hi-fi wireframes.
- Collaborated closely with project managers, developers, and stakeholders to define project requirements and iterate on design solutions.
- Competitors' market analysis.

Achievements:

- Received company recognition for the commendable design of **LumberJack**.
- Secured an additional contract based on the successful delivery and positive impact of previous project results.
- Amplified user engagement on **Kindness Wall** encouraging more users to share items.
- Achieved second place in the LinkedIn redesign challenge and ranked 5th for best food challenge app on Uplabs (portfolio available on Behance).

Android Developer & UI Designer / Ashid Studio, Kashan, Iran December 2015 – November 2018

At Ashid, I created mobile apps and led projects for external clients and our tourism startup. As an Android developer and designer, I crafted multiple Android apps and led most mobile projects.

- Designed and developed more than 4 applications.
- Designed and developed **KashanMap**, a map-based app for the locals.

Achievements:

- Established the mobile development department.
- Earned a nomination for KashanMap as one of the year's best apps by IWMF in 2015.
- Adapted KashanMap into a white-label app, expanding its reach to two additional cities.

Android Developer & UI Designer / Varina Co, Kashan, Iran November 2014 – November 2015

Varina is a software company engaged in website and mobile application projects for external clients. I developed several applications and designed them.

- Designed and developed more than 5 applications.
- Created an app for a carpet company and another app for copying and downloading images and videos from Instagram.

Achievements:

- Established the mobile development department.

Education

B.s Software Engineering / Kashan University, Iran September 2010 – June 2014

Certificate

Master Mobile and Web Design, UI/UX, HTML, and CSS (Udemy)

Language

- Persian - Native
- English - B2
- German - B1
- Turkish - A2