

Profile

Dedicated **UI/UX & Product Designer** with 5+ years of experience designing digital products and solving user problems through thoughtful and creative solutions. A collaborative communicator who works closely with teams and stakeholders to turn ideas and requirements into clear, functional, and user-centered experiences.

EXPERIENCES

DoonDookStudio (Freelance, Hourly)

B2B game licensing platform serving publishers, digital platforms, and international audiences.

UI/Graphic Designer

Muscat, Oman- May 2025-Present(1 yr 5 month)

- Redesigned the website experience with clearer information architecture and a premium B2B direction.
- Researched user needs, navigation patterns, and expectations of international audiences.
- Created wireframes, prototypes, and responsive UI for key product and marketing pages.
- Designed visual assets for social media posts and articles, aligned with the brand’s visual identity and communication goals.
- Used AI-assisted design workflows to explore, create, and refine visual content and marketing assets.
- Collaborated with product and marketing stakeholders to connect user needs with business goals.

Avina IT Solutions (remote, Full-time)

Worked on large-scale and high-profile digital projects, contributing to the design of complex products from early concepts and UX structure to polished, production-ready interfaces.

UX/UI Designer

Tehran, Iran- May 2025, Sep 2026 (10 month)

- Designed UI/UX for large-scale digital products and complex web-based experiences.
- Translated business requirements and user needs into clear, scalable, and user-centered design solutions.
- Worked across information architecture, user flows, wireframes, prototypes, and high-fidelity UI design.
- Designed responsive interfaces while maintaining consistency across different screen sizes and product touchpoints.
- Collaborated with product, development, and other stakeholders throughout the design process.
- Contributed to multiple major projects, adapting design solutions to different contexts, requirements, and audiences.

Ramis Agency (On-site, Full-time)

Digital product and marketing environment covering websites, mobile products, landing pages, and admin dashboards.

UX/UI Designer

Hamedan, Iran- Jun 2024-Jan 2026 (1 yr 8 month)

- Led UI/UX design across websites, mobile products, landing pages, and dashboards.
- Built and maintained design systems to create scalable and consistent interfaces.
- Conducted UX research, benchmarking, user-flow analysis, and information architecture.
- Translated business and user requirements into wireframes, prototypes, and high-fidelity interfaces.
- Collaborated with developers, SEO, marketing teams, and stakeholders from discovery to implementation.
- Designed responsive experiences and conducted UI/UX QA across multiple breakpoints.
- Worked across e-commerce, corporate, healthcare, service, and content-driven websites.
- Contributed to improving usability, visual consistency, and overall digital experience across client projects.

Mediranco (project-based)

Digital healthcare-focused environment with website, SEO, and social media activities.

UX/UI Designer

Tehran, Iran- Feb 2024-Jan 2026(2 yr)

- Designed digital products for healthcare professionals, including websites, landing pages, dashboards, platforms, and mobile applications.
- Created user-centered UI/UX solutions focused on usability, accessibility, and modern design principles.
- Developed high-converting landing pages to improve user engagement and product performance.
- Translated complex user needs into simple, intuitive, and functional digital experiences.
- Improved user workflows and optimized overall user experience across different products.
- Designed user-centered interfaces for healthcare-related websites and landing pages, focusing on clarity, accessibility, and ease of use.
- Collaborated with developers and SEO/social media teams to ensure design consistency, responsive implementation, and alignment with business goals.

Kareto (remote-Full-time)

A mobile product designed to support home-based businesses by providing educational content and practical digital tools to help users establish, manage, and grow their businesses through online channels.

UX/UI Designer

Ahwaz, Khuzestan Province, Iran-Jun 2021 - Nov 2022 (1 yr 6 mos)

- Designed user-centered experiences for a mobile product combining educational content with practical business tools.
- Conducted user research to understand the needs, challenges, and goals of home-based business owners.
- Designed user flows, wireframes, prototypes, and responsive digital experiences across different user journeys.
- Created personas, user journeys, and product documentation to guide the design process.
- Conducted usability testing and competitor analysis to identify opportunities for improving the product experience.
- Collaborated with the product team to translate business requirements and user needs into scalable design solutions.
- Contributed to a 30% increase in users entering the app and a 25% increase in subscription purchases.

Links

- [Portfolio](#) Mahsazahiri.ir
- [Linkedin](#) mahsa-zahiri
- [Dribbble](#) mahsazahiriwork

SKILLS

Hard Skills

- Design System
- Compleitive Analysis
- Design Thinking
- A/B Testing
- User Interviews
- Usability Testing
- Wireframing
- Prototyping
- AI-Assisted Design

Soft Skills

- Problem Solving
- Team Collaboration
- Time Management
- Team Work
- Attention To Detail
- Communication
- Adaptability
- Critical Thinking
- Empathy
- Continuous Learning

TOOLS

Design Tools

- Figma

Hotjar
- Adobe XD

Miro
- Photoshop

Excel
- Illustrator

Zeplin
- Adobe XD

Firestore

AI Tools

- ChatGPT

Figma AI
- Claude

Gemini
- Iovable

GapGPT

EDUCATION

University Of Tehran

MBA-Strategy
Tehran, Iran(2025 - 2026)

Hamedan University Of Technology

Bachelor’s Degree, Information Technology
Hamedan, Iran(2014 - 2019)

COURSES

Designwrich

2020-UI Design at Designwrich Creative School

Duxlab.academy

2021-UI at Duxlab.academy

Google

2021-Foundations of User Experience (UX) Design

Cowich.School

2022-Ux Experience Design at Cowich.School

LANGUAGES

English: Pre-Intermediate