

# MARZIEH RAHMANI

UI/UX DESIGNER | VISUAL DESIGNER



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## PROFESSIONAL OVERVIEW

With 7 years of experience in UI/UX design, I specialize in crafting intuitive and engaging digital experiences. I focus on creating functional and user-friendly interfaces, while also incorporating impactful graphic design for branding, marketing, and communication.

## WORK EXPERIENCE

### UI/UX Designer

ibvira.co, Isfahan | DEC 2023 - Present

- Redesigning the interactive book platform "Vira book" for students and teachers
- Designing and implementing a dictation platform to enhance ease of use
- Improving the flashcard and Leitner box platform
- Designing the website and user panel for the English language platform "SpeakUp" to facilitate online interaction between teachers and students
- Developing educational games for learning various subjects
- Creating a unified and integrated dashboard for managing and editing content across all platforms
- Creating structures and flows to ensure easy and efficient use of the product.
- Building prototypes and wireframes to demonstrate how the product works
- Designing custom boxes and packaging for Vira book products
- Designing print materials, including banners, catalogs, and brochures

### UI/UX Designer

Esfahan Ahan, Isfahan | APR 2021 - OCT 2021

- Using Hotjar to analyze user behavior and redesign the website
- Adding new features and enhancing filtering from basic to advanced
- Implementing real-time factory price display with color differentiation
- Redesigning the product page and adding more details
- Designing a blog page with custom images for each article, utilizing unique images for each post

### UI/UX Designer

N- Group, Isfahan | Mar 2018 - Feb 2021

- Providing creative design solutions to over 400 clients which includes logo, pictograms and icons, color pallet, form layouts
- Creating unique and custom pack icons to elevate user experience
- Producing engaging advertising teasers collaboratively to capture audience attention
- Designing characters customized to meet clients' specific needs
- Team-based design of a global logo booklet with proper layout principles

## EDUCATION

### Bachelor's degree

Of Science in  
Computer Software  
Engineering, Azad University  
2016 - 2018

## DESIGN SKILLS

- Responsive Design
- Journey Mapping
- Persona Creation
- Usability Testing
- Wireframing
- Prototyping
- User Flow Implementation
- Writing Skills
- Color Theory Expertise
- Vector-based Design (SVG)

## TECHNICAL SKILLS

- Figma and Fig jam
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Jira
- HTML/CSS

## CERTIFICATE

- **User experience design**, Coursera
- **Mobile app design**, Udemy

## LANGUAGE SKILL

- **German** – A1 (Beginner)
- **English** – B2 (Intermediate)