MARZIEH RAHMANI

UI/UX & Visual Designer | Brand Identity Specialist
marzieh.rahmani.dr@gmail.com | +374 94 903639 | marzieh-rahmani.com
behance.net/marzieh-rahmani-dr | linkedin.com/in/marzieh-rahmani-dr

SUMMARY

Senior UI/UX & Visual Designer with 7+ years of experience bridging the gap between user-centered product design and strategic brand identity. Proven track record in leading end-to-end design processes in Figma, optimizing complex user journeys, and leveraging targeted AI workflows to streamline design efficiency. Adept at collaborating with cross-functional teams to deliver scalable B2B and SaaS solutions

SKILLS

Design Tools: Figma (Expert), Framer, Sketch, Miro, Adobe Illustrator, AI-Assisted Design Workflows: ChatGPT · Figma AI · Figma Make · Adobe Firefly · Midjourney

UX & Product: Design Systems, B2B & SaaS Product Design,Journey Mapping, Persona Creation, Usability Testing (Qualitative & Quantitative), User Flow Implementation, Information Architecture, Visual Hierarchy, Responsive Design, Design Sprints, Agile/Scrum, Continuous Product Optimization, Service Design

Brand & Visual: Brand Identity Design, Logo Design, Character Design, Poster & Advertising Collateral, Color Theory, Visual Storytelling, Typography

Motion & Editing: Adobe After Effects (Character Animation, Motion Graphics), Adobe Photoshop (Brand Retouching, Compositing, Print Production)

EXPERIENCE

ViraSchool
Oct 2021 - Sep 2026

Senior UI/UX & Visual Designer

- Led full UI/UX overhaul and system unification across a multi-product educational suite, delivering a unified content management dashboard that improved cross-platform workflow efficiency by 35% and streamlined content delivery for teams and users.
- Drove strategic feature design and optimization for high-engagement tools (e.g., Dictation, Leitner Box) by applying user-centric principles to clarify flows, reducing cognitive load by approximately 20% and establishing smoother teacher-student interaction.
- Delivered high-fidelity prototypes and directed the design of print collateral and custom packaging, elevating brand visual identity across digital and physical touchpoints.

Metal Trading Company
Apr 2021 - Oct 2021

UI/UX Designer

- Leveraged analytics tools including Hotjar to analyze user behavior, identify critical friction points, and proactively redesign key website sections, grounding all UX strategy decisions in empirical evidence.
- Optimized product discovery and conversion funnels by designing advanced filtering features, redesigning product page layout, and introducing a real-time color-differentiated factory price display, resulting in improved transparency and a 15% boost in conversions.

N-Group
Mar 2018 - Feb 2021

Visual Designer

- Designed and delivered visual identity and branding assets including logos, icons, and color palettes for over 400 unique clients, optimizing form layouts for effective Information Architecture (IA) and consistently meeting tight deadlines.
- Conceived and crafted distinctive icons and creative advertising teasers, leveraging research-driven insights to deliver clearer, more engaging content, significantly boosting user engagement.
- Developed a comprehensive design booklet establishing visual guidelines that improved cross-team design alignment and reinforced brand consistency across all marketing collateral.

EDUCATION

B.Sc. in Computer Software Engineering
Oct 2016 - Jun 2018

CGPA: 7.94/10 | Relevant Coursework: OOP, Databases, Data Structures and Algorithms, Operating Systems, Computer Networks, Machine Learning, Data Mining, Information Retrieval, Image Processing

CERTIFICATIONS

- Google UX Design - Coursera
- UI/UX Designer Professional Certificate - IBM
- Introduction to Agile Development and Scrum - IBM

LANGUAGES

- English
- German