

ZINAT FARAHANI

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CAREER SUMMARY

Senior UX/UI Designer • User Experience Designer • Product Designer

- **A forward-thinking and resourceful UX/UI designer** with a penchant for exploring diverse and efficient solutions, accumulating 5 years of experience in transforming digital landscapes. Specializing in projects ranging from blockchain and NFTs to eCommerce and health tech.
- **Adaptable and resilient**, thrive in facing various challenges and crises with a flexible mindset, ensuring optimal solutions even in dynamic and fast-paced environments.
- **With a visual mind**, bring a keen sense of aesthetics to product design, passionately crafting visually appealing and user-centric interfaces.
- **Committed to responsibilities and moral values**, approach every project with a strong sense of accountability.

“We worked with Zinat to develop visuals and illustrations for our website and product communications. Working with Zinat has been exceptional and we are very pleased with the results, meeting deadlines, and the communication. We highly recommend working with Zinat!” – *Frank Bartels, License.rocks*

AREAS OF EXPERTISE

- User Experience Design
 - User-centric design
 - User Research
 - Usability Test
 - User Interface Design
 - Prototyping
 - Information Architecture
 - Design Sprint
 - Design System
 - Wireframing
 - User flow
 - Agile Methodologies
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PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer

Self-Employed, Kastamonu, Turkey (Remote)

Oct 2019 – Present

- **Velocia's Self-serve Dashboard:** Crafted visually compelling and intuitive interfaces, resulting in a notable 60% increase in user engagement.
- **CPA.exchange Dashboard & landing:** Contributed to the project's success by creating engaging and accessible digital experiences resulting in a remarkable 35% increase in new member registrations.
- **Carasti App:** Identified and resolved logistical challenges through meticulous analysis, resulting in a substantial 15% cost savings for the business.
- **Other Design Achievements:** Navigated diverse UX/UI challenges across many projects, highlighting a versatile skill set.

Senior UX/UI Designer

Socialteq, Qatar, Doha (Remote)

May 2020 - Oct 2021

- **Carwash & Laundry App, Rafiji:** By identifying and addressing usability issues, refining processes, and undertaking a comprehensive redesign of branding and the entire interface resulted in a 30% boost in user engagement and a 20% increase in conversion rates.
- **eCommerce Website and Application, 1Sell:** Applied strategic UX/UI decisions throughout the website and application, leveraging data-driven insights to guide design enhancements. The result was a notable improvement in user engagement.
- **Adept at multitasking:** Juggling various design challenges in parallel, I navigated complexities and delivered successful outcomes for each project.

UX/UI, Illustration designer, and branding

license.rocks GmbH, Germany, Berlin (Remote)

Apr 2020 - Sep 2021

- **Redesign Website:** Took charge of the comprehensive redesign of the company's website and strategically improved its functionality and visual appeal, leading to a 20% increase in marketplace transactions.
- **Illustration Design:** Communicated complex concepts within the blockchain and NFT landscape by developing effectively and implementing a tailored illustration pack.

UI/UX Designer

Haal, Tehran, Iran

Feb 2019 - Sep 2019

- **Identifying UX Problems and Redesigning the Website:** Enhanced the user experience by conducting comprehensive UX research by identifying and resolving UX problems through thoughtful analysis and leveraging user feedback.
- **App Design:** Contributed to the success of the Haal app by designing and implementing strategies that led to a significant increase in downloads from 500 to an impressive 5k on the Google Play Store.

Education and Certifications

Google UX Design Professional

Certificate in UX Design, Google, 2023

Payame Noor University (Distance Education)

Bachelor's degree, Business Administration and Management, 2007 - 2011