

Hello!



I'm Zohreh Rahimi
A Product Designer

I Am Zohreh Rahimi, A Product Designer With Expertise In Visual Design, UI/UX, And User Research. My True Passion Lies In Creating Meaningful User Experiences That Resonate With People And Make A Positive Impact In Their Lives. With A Keen Eye For Precision And A Deep Understanding Of Design Principles, I Consistently Strive To Deliver Intuitive And Efficient Solutions.

Driven By Curiosity And A Genuine Desire For Continuous Improvement, I Invest Time In Thorough User Research To Gather Valuable Insights. These Insights Fuel My Creativity And Guide Me In Conceptualizing And Building Prototypes That Address Real-World Challenges. I Believe In Making Design Decisions Grounded In Data And User Feedback, And I Consistently Seek New Ways To Enhance The Products I Work On.

Committed To Excellence And User-Centric Design, I'm Excited To Continue My Journey As A Product Designer, Bringing Skills In Design Systems, UX Writing, And Information Architecture To Contribute To Impactful Design Solutions That Improve Lives.



EXPERIENCE

- 2021 - PRESENT

Dgland
Tehran

Product Designer

 - Designed A Comprehensive Design System For Dgland's E-Commerce Website, Ensuring Consistency And Cohesiveness In The User Experience. This Has Involved Covering Design Patterns, Components, And Brand Elements.
 - During That Time, I Have Redesigned User Interfaces Across Various Platforms, Achieving Optimal Responsiveness And A Seamless User Experience On All Devices.
 - I Have Collaborated With The Development Team To Improve The Back-Office System, Focusing On Performance Enhancements And Adding New Features For Increased Efficiency.
 - Designed Of An Internal Product For Efficient Management Of Physical Stores, Incorporating Monitoring, Sales Forecasting, And Inventory Control Capabilities.
 - Simultaneously, I Have Designed A Logistic System For Controlling Internal And External Shipment Of Goods, Implementing Order Tracking And Courier Monitoring For Streamlined Logistics Management.
 - Created Captivating Landing Pages For Marketing Campaigns, Aligning Them With Campaign Objectives To Effectively Engage The Target Audience.
 - I Have Measured The Impact Of Designs Through User Behavior Analysis And Recorded Interactions, Utilizing Insights For Ongoing Improvements To Enhance User Experience.
- 2021 - PRESENT

DGservice
Tehran

Product Designer

 - Conducted User Experience Research To Identify Pain Points And User Issues On Websites, Leading To Mobile-First Design Principles For Interactive User Experiences.
 - Utilized Audience Research To Create Accurate Personas, Driving Problem-Solving Solutions Based On User Preferences.
 - Involved In The Development And Launch Of A Mobile Application For Mobile Phone Repairs And Digital Device Insurance, Contributing To Market Research, PRD, And UI Design.
- 2013 - PRESENT

Freelance

Product Designer

From My Student Days, I Embarked On A Journey In Graphic Design, Focusing On Websites. Collaborating With Classmates, We Engaged In Diverse Projects Within This Domain. With Dedicated Efforts In Improving My UX/UI Skills, I Progressively Participated In More Substantial Projects. Notably, I Designed The User Interface For An Internal Comprehensive System Monitoring Plant Health—An Endeavor That Challenged Me Considerably. This Experience Significantly Enhanced My UI/UX Design Expertise, Allowing Me To Deliver Exceptional Services To Clients. Presently, Armed With Several Years Of Valuable Experience, I Remain Devoted To Working On Freelance Projects In UI/UX Design.
- 2021

K. N. Toosi University Of Technology
Tehran

Graphic Design Instructor

Instructed Graphic Design Courses, Emphasizing Skill Development And Preparing Students For The Job Market.
- 2018 - 2021

Modelina
Tehran

Graphic Designer

 - Started My Career At The Modlina Brand As A Fabric Designer, Establishing Connections With Main Manufacturers From China And Turkey.
 - Responsible For Executing And Preparing Designs For Sending To Factories.
 - Progressed To Become The Head Of The Design Team As The Brand Grew.

This Experience Added Numerous Skills To My Repertoire, Including:

 - Proficiency In Designing Fabrics And Creating Hand Sketches, Essential In This Profession.
 - Gained Experience In Coordinating With International Companies, Improving Communication And Work Efficiency.
 - Enhanced Management And Leadership Skills, Facilitating Coordination And Fostering Internal Team Communication.
- 2015 - 2018

Jalveh Honar (HPS)
Tehran

Surface Designer

 - Designed Patterns For Printing On Fabrics, Primarily Used For Scarves And Headscarves.

EDUCATION

- 2023 **Amanj Academy** **Product Design**
Tehran
As A Product Designer, I Decided To Take Part In A Product Design Course To Update My Knowledge And Enhance My Skills. The Course Covered Essential Topics, Including The Basics Of Product Design, Problem Research, Idea Generation, Interaction Design, User Interface Design, Design Evaluation, Data-Driven Design, And Considering Product Impact Beyond User Experience. It Was A Valuable Experience That Equipped Me With Practical Insights To Create More Meaningful And Impactful Designs For Users And Businesses.
- 2023 **Amanj Academy** **Design System**
Tehran
I Attended A Comprehensive Design System Class With The Aim Of Updating My Skills And Equipping Myself With The Latest Knowledge To Stay At The Forefront Of This Rapidly Evolving Field.
- 2023 **Amanj Academy** **UX Writing**
Tehran
I Enrolled In A Transformative UX Writing Course Led By Aylar Razzaghi, Renowned As One Of The Best In The Field. Despite My Background Not Being In Writing, I Recognized The Importance Of Enhancing The User Experience Through Effective Communication. Thus, I Made The Decision To Invest In This Class To Improve My Writing Skills And Gain Insights Into Crafting Superior UX Content For Users.
- 2022 **Google** **UX Design**
I Decided To Enroll In The Google UX Design Professional Certificate To Stay Informed About The Latest Trends And Advancements In The Global World Of UX Design.
- 2011 - 2015 **University Of EYC** **Information Technology-Bachelor(BSc/BA)**
Semnan

SKILLS

- User Research
- Information Architecture
- Design Systems
- Prototyping
- Analytical Skills
- Figma
- Microsoft Clarity
- Adobe Photoshop
- Adobe Illustrator

LANGUAGES

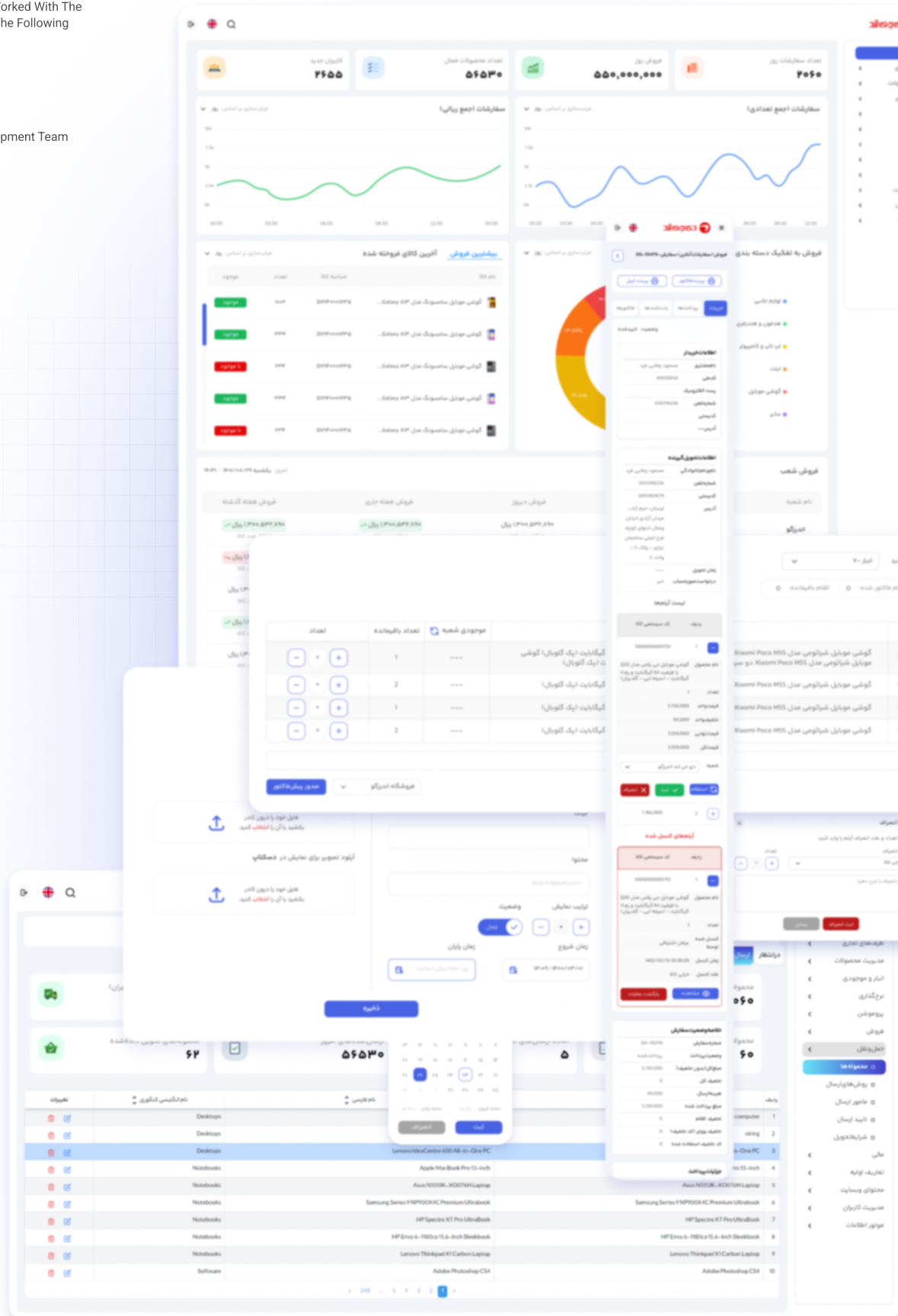
- English (Fluent)
- Persian (Native)

Back Office

When I Joined The Team, I Faced A Significant Challenge As The Back-Office UI Was Already Created, And I Didn't Have The Permission To Change It. Despite This Limitation, I Recognized The Importance Of Prioritizing User Experience (UX) And Enhancing Functionality To Improve The Usability Of The Back-Office.

Taking A Proactive Approach, I Worked With The Available Resources To Achieve The Following Outcomes:

- Optimizing Existing UI
- Usability Testing
- Prioritizing Key Features
- Simplifying Workflows
- Responsive Design
- Collaboration With The Development Team

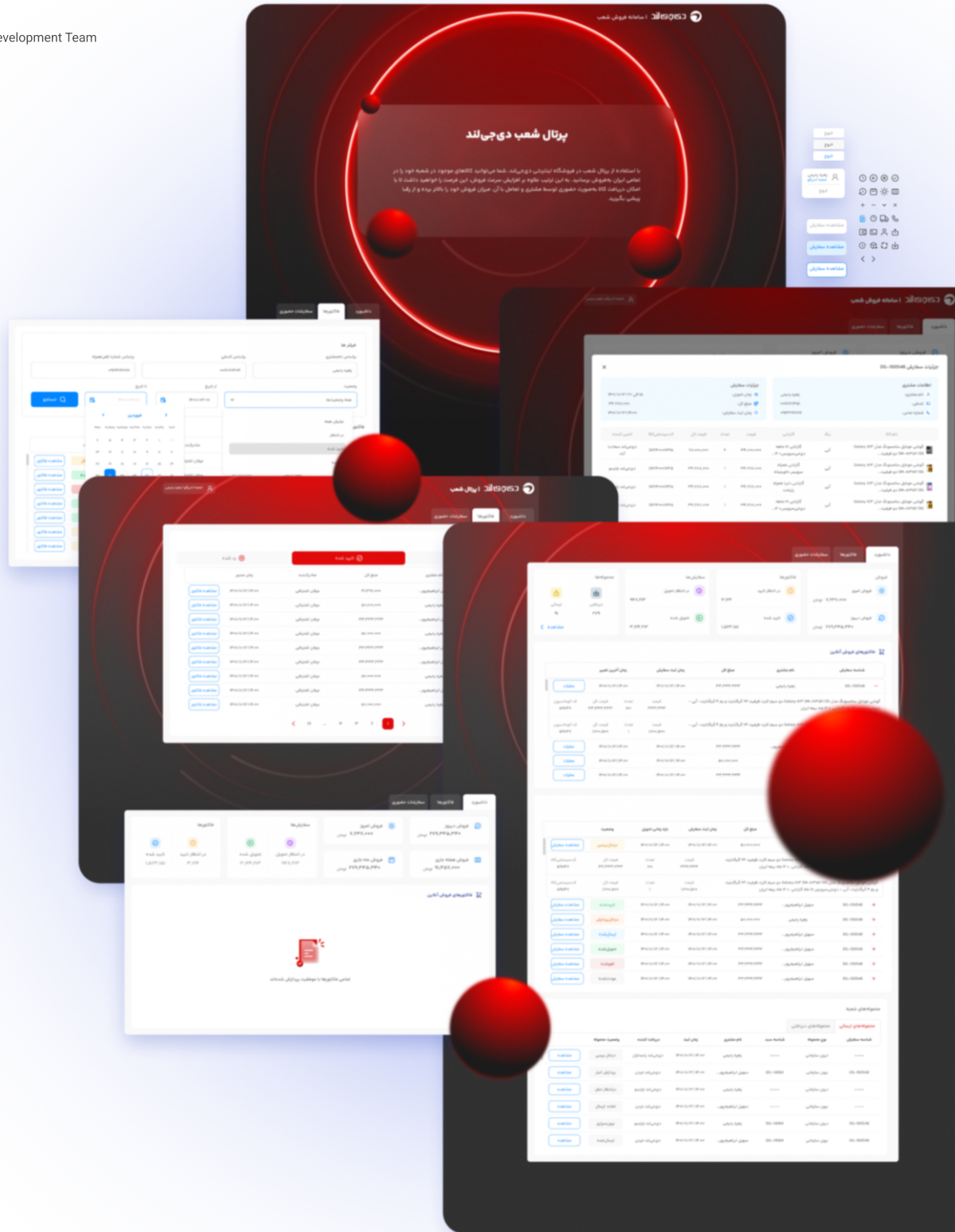


Branch Portal

Creating Branch Portals For Dgland's Physical Stores Posed A Unique Challenge As The Goal Was To Design A User-Friendly Internal Product That Aligned With The Existing Back-Office Workflow.

To Address This Challenge And Ensure The Success Of The Project, I Adopted The Following Approach:

- Optimizing Existing UI
- Usability Testing
- Prioritizing Key Features
- Simplifying Workflows
- Responsive Design
- Collaboration With The Development Team



Logistics

Designing A Product For The Logistics System Of Dgland And Dgservice Companies Presented An Exciting And Challenging Opportunity. The Primary Goal Was To Create A Comprehensive Transportation System That Efficiently Managed The Shipment Of Goods Both Within And Outside The Organization. To Accomplish This Task, I Followed A Systematic Approach To Ensure The Product Met The Needs Of All Stakeholders Involved.

Here's An Overview Of The Steps Taken:

- User-Centric Design
- Order Registration And Tracking
- Courier Monitoring
- Warehouse Monitoring
- Route Optimization
- Data Analytics And Reporting
- Integration With Third-Party Systems



Express

Designing DGland Express As A Delivery Product For Drivers Is A Significant Step Towards Improving The Efficiency And Tracking Of Deliveries. This App Empowers Drivers To Manage Their Deliveries Seamlessly And Provides A Convenient Way To Confirm Successful Package Deliveries.

Designing With Bold, Braille And Iconic Elements Is A Thoughtful And Inclusive Approach, Considering That The Majority Of Drivers May Have Low Education Levels And Some May Be Older Individuals

Here's An Overview Of The Features And Functionalities Of DGland Express:

- Delivery Information
- Real-Time Tracking
- Unique Delivery Codes
- Digital Signature
- Package Status Updates
- Offline Mode
- In-App Communication
- User-Friendly Interface
- Bold/Braille Typography With Iconic Navigation

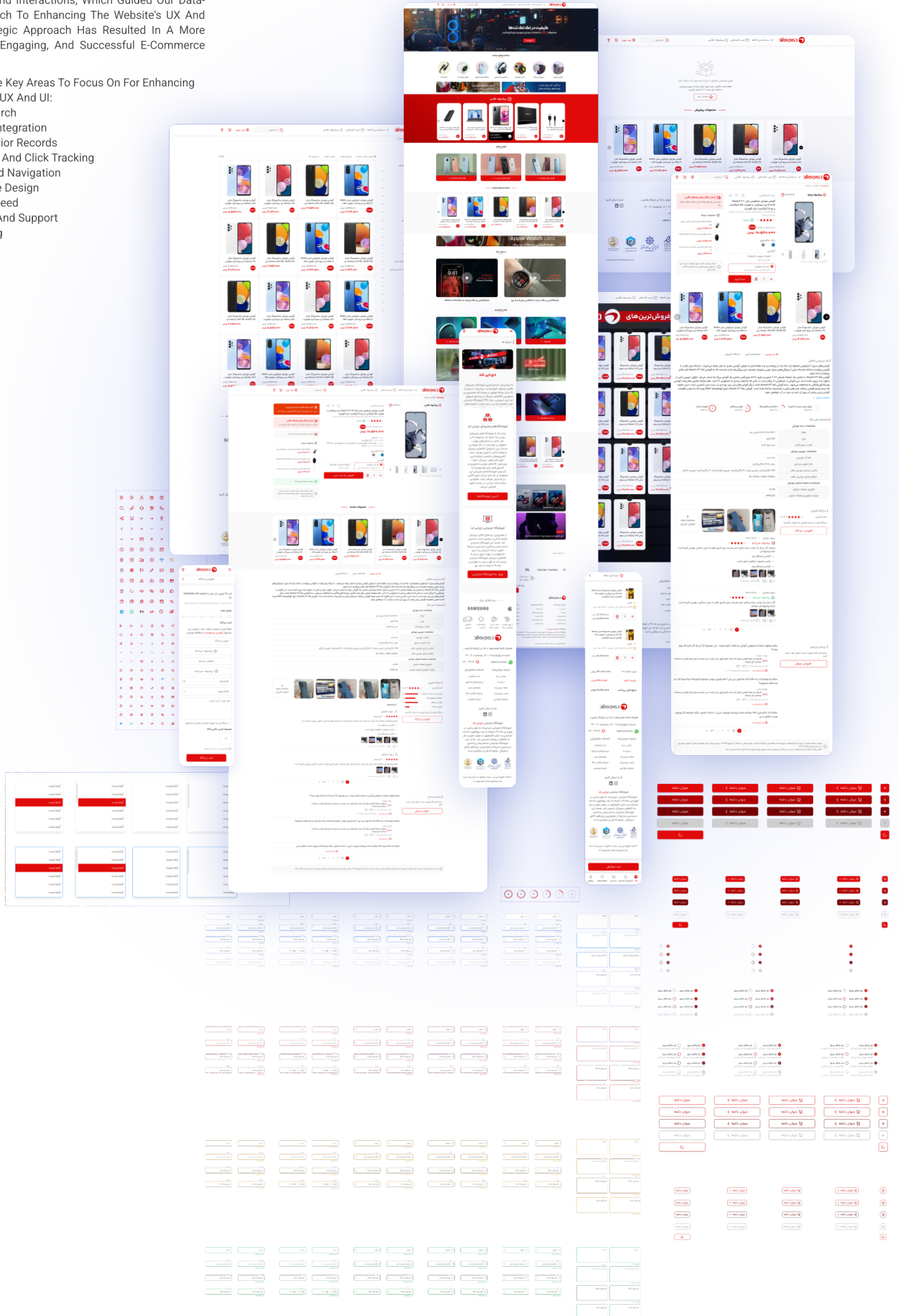


E-Commerce

As A Part Of My Task, I Integrated User Analytics, Heat Maps, And User Behavior Records Into The Maintenance And Improvement Process At Dgland. By Doing So, We Gained Valuable Insights Into User Preferences And Interactions, Which Guided Our Data-Driven Approach To Enhancing The Website's UX And UI. This Strategic Approach Has Resulted In A More User-Friendly, Engaging, And Successful E-Commerce Platform.

Here Are Some Key Areas To Focus On For Enhancing The Website's UX And UI:

- User Research
- Analytics Integration
- User Behavior Records
- Heat Maps And Click Tracking
- Streamlined Navigation
- Responsive Design
- Loading Speed
- Feedback And Support
- A/B Testing

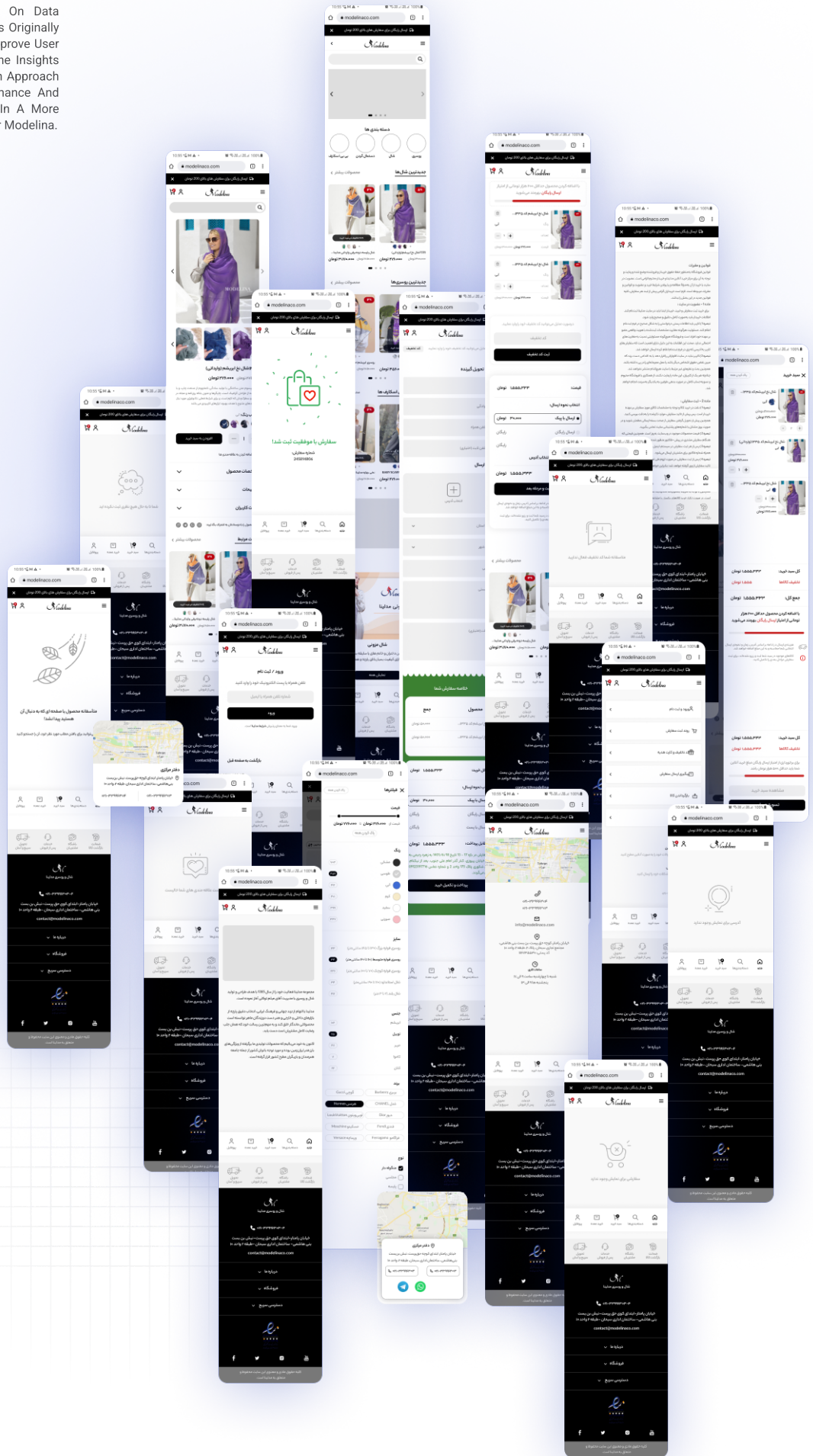


E-Commerce Website

I Redesigned Modelina's Website Based On Data Analysis Of User Behavior. The Website Was Originally Built On WordPress, But They Wanted To Improve User Experience And Engagement By Utilizing The Insights Gathered From User Interactions. My Design Approach Aimed To Optimize The Website's Performance And Align It With User Preferences, Resulting In A More User-Centric And Effective Web Presence For Modelina.

Key Aspects Involved In The Project:

- Data Analysis
- User-Centric Design
- Redesign Strategy
- User Experience Improvement
- Performance Optimization
- Responsive Design
- Testing And Feedback

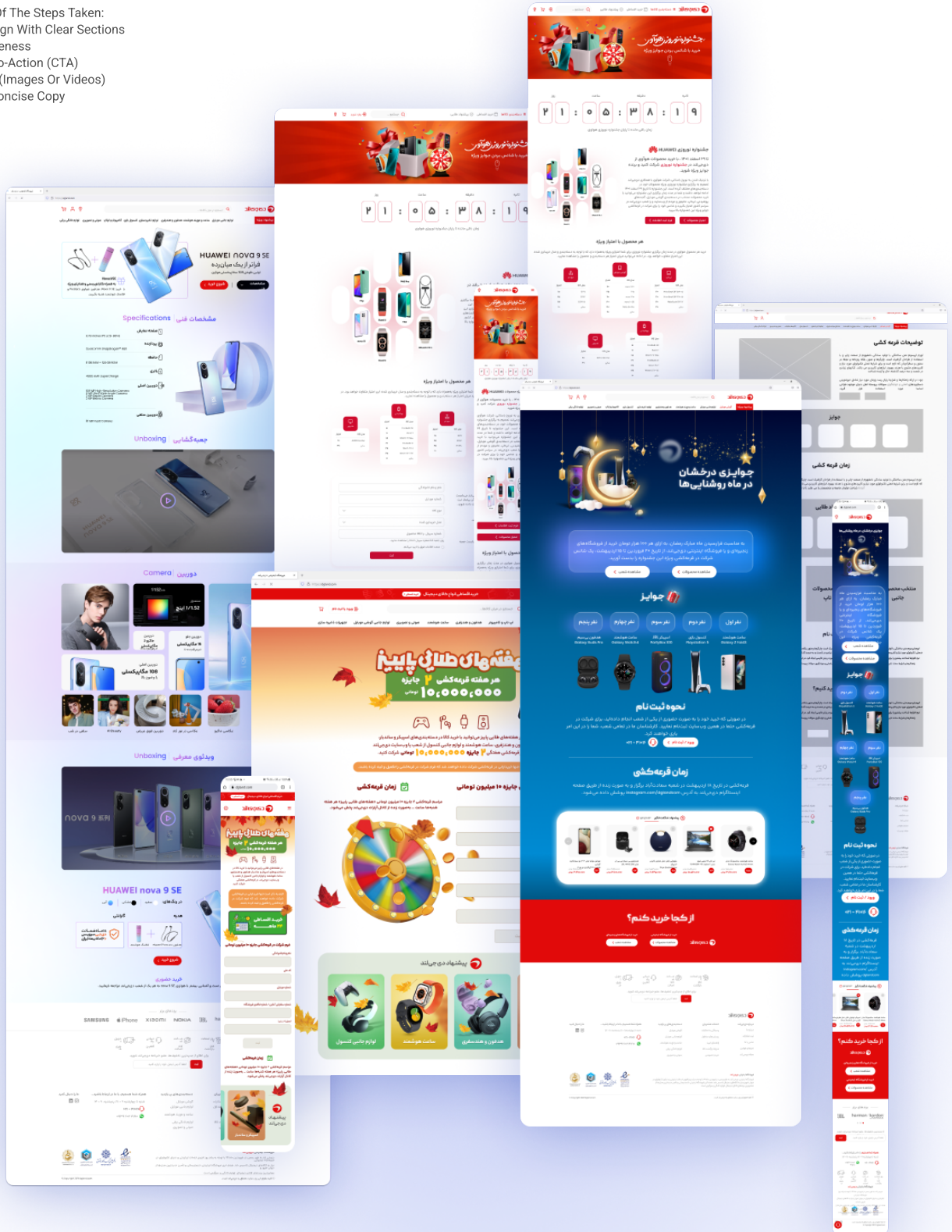


Landing Pages

I Have Designed Various Impactful Landing Pages For Dgservice And Dgland's Marketing Campaigns. Collaborating Seamlessly With Different Teams Within The Company, I Ensured That Each Landing Page Was Meticulously Tailored To Meet Campaign Requirements And Effectively Engage The Target Users.

Here's An Overview Of The Steps Taken:

- User-Friendly Design With Clear Sections
- Mobile Responsiveness
- Compelling Call-To-Action (CTA)
- Engaging Visuals (Images Or Videos)
- Persuasive And Concise Copy



Website

I Redesigned The Mahdiluster Website To Enhance Its Visual Appeal And Align It More Closely With Their Brand Identity. As A Company That Designs, Creates, And Sells Chandeliers, It Was Crucial To Create A Website That Reflects The Elegance And Sophistication Of Their Products. Through Seamless Collaboration With The Mahdiluster Team, I Crafted A User-Centric Design That Improves The Overall User Experience. The New Website Showcases Their Chandeliers In A Captivating And Engaging Manner, Enticing Potential Customers To Explore And Make Purchases.

- Incorporates Consistent Brand Elements
- Represents The Essence Of Mahdiluster
- Enhances User Experience
- Drives Conversions
- Boosts Customer Satisfaction

