



Arghavan Zarei

Product and UI/ UX designer

Berlin, Germany

Work Experiences

- Freelance UI/UX Designer

(2022-Present)

- **“Balthazar” the measurement automation Web-app- Dec 2023, Amsterdam.**
 - Launched Web-app design, slashing R&D engineer's development time by over 50% and reducing future code rework by 20% with clear requirements.
 - Used comprehensive user research to inform wireframe development and design system creation, subsequently crafting interactive MVPs for tangible representation.
 - Designed brand identity, including logo and design guidelines.
- **“Fitably”- the new Fitness Experience Application- July 2023, Ironhack Berlin.**
 - Achieved "Best Final UX/UI Project" award at Ironhack Hackshow 2023, Berlin.
 - Contributed to the design and development of "Fitably," a forthcoming U.S. fitness app.
 - Enhanced user motivation and adherence through a supportive fitness community.
 - Increased 55% user engagement with AI-based personalized workouts.
 - Streamlined workout planning and tracking for improved user satisfaction.
- **“Log Out” Record Shop Website- May 2023, Ironhack Berlin.**
 - Created the first online store for Log Out Records, a vinyl store in Florence, Italy.
 - Demonstrated the efficacy of team strategy in seamlessly connecting the realms of online and in-store record shopping.
 - Achieved a 25% boost in user engagement through effective usability testing.
 - Improved conversion rates by 15% by providing detailed product information.
- **“Yad Yar” Application- June 2022, Tehran.**
 - Designed an app for seniors to enhance cognitive function and alleviate isolation, collaborating with startups, healthcare experts, and developers to ensure medical compliance and technical viability.
 - Achieved a 40% increase in user engagement and satisfaction among users in the Alzheimer's Association of Iran.
 - Reduced user errors by 25% through iterative usability testing and design refinements.

- Product Designer

(Nov 2016 To Aug 2017)

- **“Smart Faror” Website and Application- July 2016 to August 2017, Tehran.**
 - Agile collaboration with the engineering team for efficient project execution.
 - Streamlined user obstacles, such as monitoring dashboards and sign-up processes, resulting in improved functionality and usability.
- Increased user engagement by 55% with the launch of the second application version, utilizing data-driven design optimizations.
- Adept at developing sales funnels and utilizing user behavior data to inform decision-making.

• Products: WeatherBox and Smart Node- Nov 2016 to May 2017, Tehran.

Designed two production ready bodies. They provided the decision support system (DSS) solutions to environmental resources to improve the strengthening of monitoring management processes through a commitment to beneficial solutions using internet of things (IoT) technology.

Previous Experiences

- **Art Instructor for Teenagers with Special Needs** (Dec 2020 To Nov 2021)
- **Mechatronics Teacher, Rabbani Complex.** (Dec 2014 To Aug 2016)
- **Photographer, Aksname Studio.** (Aug 2013 To May 2015)

Contact

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- [Linkedin Profile](#)
- [My Portfolio](#)

Skills

Hard skills:

- Interaction design
- User-centered design
- Usability testing
- Prototyping
- Information Architecture
- Heuristic evaluation
- Iterative Design
- User Research
- Visual design

Soft skills:

- Problem-Solving
- Creative Thinking
- Adaptability
- Empathy
- Attention to Detail

Toolbox:

- Figma
- Adobe XD
- Corel Draw
- Adobe Photoshop
- Rhinoceros
- Solid Works
- Procreate
- Framer

Languages:

- English (C1)
- German (A1)
- French (A1)

Education

- Master of Arts: Industrial and Product Design, University of Tehran. (2017-2020)
- Bachelor of Science: Engineering Physics, Azad University Science-Branch of Tehran. (2011-2016)

Other

- Certified UX/UI design, Advanced Illustration, Doodle Art and Digital drawing.
- Volunteer of Special Olympics World Games.