

ZAHRA ALIPOURSOHI

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SUMMARY

Creative and user-centered UX/UI Designer with hands-on experience in end-to-end product development, from ideation to launch. Skilled in building intuitive digital experiences, wireframing, prototyping, and conducting user research. Adept at balancing business goals with user needs. Background in entrepreneurship, bringing strong ownership, adaptability, and problem-solving mindset.

WORK EXPERIENCE

Product Designer | Advieh – Mobile App | 2023 – Present

- Lead the full product lifecycle from initial concept to App Store launch, handling UX strategy, UI design, and user testing.
- Conduct user interviews and usability testing to define MVP features and improve task flows.
- Design intuitive interfaces and prototypes using Figma, ensuring mobile-first responsiveness.
- Collaborate with developers using design systems and assets to streamline handoff.
- Implemented feedback loops to iteratively refine the user experience post-launch.

UX/UI Designer (Contract) | Blooms – E-commerce Platforms | 2022 – 2023

- Redesigned the website's homepage and checkout flow to reduce friction and improve conversion.
 - Built interactive prototypes and wireframes aligned with brand identity and accessibility standards.
 - Collaborated with the product and marketing teams to ensure design consistency across user touchpoints.
 - Utilized user feedback and analytics to identify pain points and prioritize features.
 - Delivered high-fidelity mockups in Figma with clear annotations for developer implementation.
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EDUCATION

- Bachelor of Pure Mathematics
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CERTIFICATIONS

- Google UX Design Specialization
 - UI/UX Design Specialization
 - Web Design: Wireframes to Prototypes
 - UX Design Fundamentals
 - Visual Elements of UI Design
 - Web Design for Usability
 - Web Design: Strategy & Information Architecture
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SKILLS

- UX Research & User Flows
- Wireframing & Prototyping (Figma, Adobe XD)
- Mobile App & Web Design
- Design Systems & Accessibility, Usability Testing & Iteration
- User Personas & Journey Mapping, Agile & Developer Handoff
- Attention to Details, Time management, problem solving, collaboration
- HTML, CSS