

FAHIMEH IRANDOUST UXUI Designer

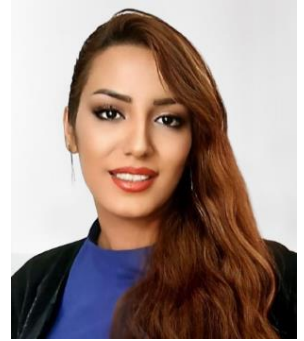
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Specialties: Research mapping, stakeholder mapping, expert interview, competitor analysis, cultural probe, persona, empathy map, brainstorming, imageboard, storytelling, mood board, customer journey map, system thinking map, idea napkin, idea mixer, digital prototype, AB testing, usability testing, solution designer, creative thinker, product designer, problem-solving

Work Experiences:

01.2024–08.2023

UX Designer, Uniklinik GmbH, Greifswald

- Conducted desk research, **competitor analysis**, and **expert interviews** to inform design decisions.
- Redesigned the online portal for employees resulting in a 20% increase in employee engagement.
- Developed a concept for online shopping (healthcare products) using **Figma and Miro**.

01.2023 – 06.2023

Project-Based: UI/UX Designer, g-neriq GmbH, Hamburg

- Mapped stakeholders, conducted desk research, and analyzed competitors.
- Created **personas** and **customer journey maps**.
- Designed three responsive homepage websites for both web and mobile apps using **Adobe XD**.
- Developed a style guide, digital prototypes, and conducted **A/B testing**.
- Crafted a chat web box and **chat bot** for BiP software.

11.2022– 10.2022

Freelance project: UI/UX Designer, IT intouch GmbH, North Rhine-Westphalia

- Redesigned the Deutsche sport olympia museum app.
- Focused on improving accessibility.

09.2017– 08.2021

Product Designer: Start up Leader Team, Karno Center, Alzahra University

- Designed mobile apps for traditional Persian foods to attract tourists.
- Conducted **usability testing** to balance business goals and user needs.
- Developed services, including **marketing analysis**, financing, and sales.
- Analyzed data feedback to validate concepts both **aesthetically** and **functionally**.

09.2016 – 06.2017

Project-Based: Industrial designer, Coffret Packaging Japan

- Designed electric incense burners for Arabic countries.
- Focused on aesthetics and functionality.
- Selected three concepts for mass production.

01.2014 – 09.2015

Industrial designer and Product Manager, Industrial Kitchen Group of Golrang

- Researched new materials (e.g., Corian) to address product problems.
- Utilized mood boards for inspiration.
- Rendered in Photoshop, KeyShot, and V-Ray for 3D Max and selected four concepts for mass production.

Education:

10.2021 – 09.2022

M.A. Strategic Design, SRH Hochschule Berlin

- Learning about the TISDD method library, UX toolkits, and design systems
- Gaining experience working with Figma and Miro

12.2015 – 07.2017

M.A. Product Design, Alzahra University

- Dissertation: designing a device to reduce water consumption and correct consumer consumption models in household environments
- Awarded as the 1st ranked student in the department
- GPA: 18.72 out of 20 (equivalent to 1.38 out of 5)

09.2008 – 09.2013

B.Sc. Industrial Design Tabriz University of Arts

- Received a full scholarship from Tabriz University
- GPA: 16.54 out of 20 (equivalent to 2.04 out of 5)

Skills:

Languages

- English IELTS
- Deutsch B1
- Persian (mother tongue)

Software

- | | | |
|-----------------|------------------------|--------------------|
| • Figma | • FigJam | • Jira |
| • Adobe XD | • Photoshop | • Notion |
| • Illustrator | • InDesign | • WordPress |
| • Miro | • Rhinoceros & Keyshot | • HTML/ CSS |
| • Video editing | • Camtasia | • Microsoft Office |

Publications:

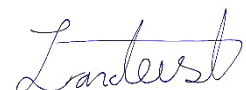
- **Patent:** Reducing water consumption in the washing machine, 2019
- Journal paper: "A New Perspective of Aroma Face Mask on Covid-19 Pandemic," Journal of Medical Engineering & Technology, 2021
- Collaboration in the book "Nachhaltigkeit heißt für uns Verantwortung" by Prof. Dr. Anabel Ternès von Hattburg, Wolfgang Grenke, Springer Publications, Berlin, 2023

Certificates and Workshops:

- SRH Grenke Innovation Festival 2022: **Won the finalist award**, held on 18 May at SRH Berlin University
- Member of the executive committee at the 1st International Festival of Gensai Design (Between Kobe Design Japan and Alzahra University), 2018
- Conducted a workshop and lecture on teaching software (Rhinoceros) at Alzahra University

Volunteer Works:

- Member of the International Water Association (IWA)
- Member of the women's rights movement and climate action at Alzahra



Greifswald, 15.04.2024