



Arghavan Zarei

Product and UI/ UX designer

📍 Berlin, Germany

☎ +491773946352

✉ arghavan.zarei@gmail.com

🌐 [Linkedin Profile](#)

📁 [My Portfolio](#)

👤 Experiences

- Freelance UI/UX Designer

(2022-Present)

- **"Fitably"- the new Fitness Experience Application- July 2023, Ironhack Berlin.**

- Collaborated to design and development of "Fitably", a fitness app that will be launched at the end of the year in U.S.
- Enhanced user motivation and adherence through a supportive fitness community.
- Increased 55% user engagement with AI-based personalized workouts.
- Simplified workout planning and tracking, resulting in higher user satisfaction.

Skills:

- Proficient in user research, Affinity mapping, Heuristic evaluation, User journey mapping, and Card sorting.
- Experienced in integrating AI technology for personalized user needs.
- Proven track record in usability testing and user feedback analysis.

Tools: Figma, Wireframing, Corel Draw, Trello.

- **"Log Out" Record Shop Website- May 2023, Ironhack Berlin.**

- Created the first online store for Log Out Records, a vinyl store in Florence, Italy.
- Collaborated with a team of 3 designers and 2 developers, ensuring on-time project delivery.
- Achieved a 25% boost in user engagement through effective usability testing.
- Improved conversion rates by 15% by providing detailed product information.

Skills:

- Strong problem-solving abilities in addressing user pain points and improving the online shopping experience.
- Design expertise maintaining brand consistency.
- Proficient in Competitive Analysis, user interviews, usability testing, and iterative design.
- Proven record of boosting user confidence and conversions.

Tools: Figma, Wireframing, Adobe Photoshop, Wordpress.

- **"Yad Yar" Application- June 2022, Tehran.**

- Designed an amusement app targeting individuals aged 50+ to foster cognitive functions and combat isolation.
- Collaborated with startup firms, health professionals and developers to ensure alignment with medical guidelines and technical feasibility.
- Achieved a 40% increase in user engagement and satisfaction among users in the Alzheimer's Association of Iran.
- Conducted extensive UX research to tailor the user experience to unique demographic needs.
- Reduced user errors by 25% through iterative usability testing and design refinements.

Skills:

- Conceptualized intuitive information architecture and user flows to ensure ease of navigation.
- Proficient in defining personas, enhancing user understanding, and tailoring experiences.
- Produced wireframes and prototypes to visualize and communicate design concepts effectively.
- Conducted usability testing, enhancing the overall usability and functionality of the application.

Tools: Figma, Adobe XD, Corel Draw.

- Art Instructor for Teenagers with Special Needs

(Dec 2020-Nov 2021)

Holding creative craft design courses while collaborating closely with educators and therapists to amplify the effectiveness of art therapy interventions for teenagers with special needs.

- Facilitated art instruction enabling personal growth and self-expression for teenagers with special needs.
- Created and sold wooden accessories, generating funds to support children and raise awareness of the positive impact of art.

Skills:

- Developed and implemented tailored art instruction programs, demonstrating adaptability and creativity.
- Crafted artistic accessories, highlighting artistic and craft skills.

Tools: Art Supplies, Fretsaw, Adobe Photoshop, Corel Draw.

- **“Smart Faror” Website and Application- July 2016 to August 2017, Tehran.**

Achievements:

- Collaborated in an agile methodology with the engineering team, ensuring efficient project execution.
- Streamlined user obstacles, such as monitoring dashboards and sign-up processes, resulting in improved functionality and usability.
- Identified and addressed UX issues, leading to a substantial improvement in the overall user experience.
- Increased 55% of user engagement by launching the second version of the application.

Skills:

- Followed an iterative design process, continuously refining designs based on user feedback and evolving project requirements
- Adept at developing sales funnels and utilizing user behavior data to inform decision-making.
- Utilized data analytics tools to make data-driven design optimizations.

Tools: Adobe XD, Corel Draw, Hotjar.

- **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.

Skills:

3D design, Sketching, Rendering, Prototyping.

Tools: Solid Works, Adobe Photoshop, Autocad, Rhinoceros 3D.

- **Mechatronics Teacher, Rabbani Cultural Educational Complex.**

(December 2014 To August 2016)

- Teaching the different mechanical systems used in robotics.
- Designing and implementing mechatronics workshops.

Tools: Solid Works, Autocad, Mathematics and Physics educational material.

 **Education**

- **Master of Arts: Industrial and Product Design**, University of Tehran.

(2017-2020)

- **Bachelor of Science: Engineering Physics**, Azad University Science & Research Branch.

(2011-2016)

 **Additional Information**

- Publications

(2009)

“Detector sensor for angle rotation and speed rotation”, Isfahan’s Electrical Engineering National Conference.

- Projects & Academic Experiences:

- Interactive interior lighting design, University of Tehran. (2020)
- Manufacturing of light spectral color detector, Azad University Science & Research Branch. (2015)

- Patent

(2010)

Develop the System to Measure Angular Velocity and Deviation with Using Infrared Sensors, Patent N. [ir 61685]

- Volunteering:

- Ceremonies Volunteer of Special Olympics World Games, Berlin. (2023)
- Volunteer Photographer of Iranian Team for Special Olympics World Games, Tehran. (2015)

 **Training Courses**

Advanced illustration, Doodle Art, Procreate, Product (UX/UI design), Academic Drawing, Design Semiotics, Digital Photography.

 **Skills**

- Software:

Figma, Framer, Corel Draw, Adobe XD, Adobe Photoshop, Adobe Illustrator, Procreate, Rhinoceros, Solid Works.

- Interpersonal:

Problem-solving, Multitasking, Decision-making, Creative Thinking, Detail Oriented, Active listening, Project Management, Trustworthy, Persuasive.