



# Arghavan Zarei

Digital & Product Designer

📍 Berlin, Germany

## Work Experiences

### - Freelance Digital & UI Designer (2022-Present)

- **“Creative & Illustration Practice- Present, Berlin.**
  - Developed advanced skills in digital illustration and doodle art through independent projects and commissioned work.
  - Strengthened visual composition, color systems, and brand-oriented illustration techniques.
- **“Balthazar” the measurement automation Web-app- Dec 2025, Amsterdam.**
  - Built a cohesive visual system and reusable UI components for a B2B platform.
  - Minimized development rework through clear design documentation.
  - Designed brand identity, including logo and design guidelines.
  - Translated user research into structured wireframes and visually user- ready interactive MVP prototypes.
- **“Fitably”- the new Fitness Experience Application- July 2023, Berlin.**
  - Contributed to the design and development of "Fitably," a forthcoming U.S. fitness app.
  - Designed engaging UI visuals while maintaining consistent brand identity across the app
  - 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, Berlin.**
  - Designed and launched the first e-commerce website for Log Out Records, developing branded product layouts and digital storefront visuals.
  - 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.
- **“Yad Yar” Application- June 2022, Berlin.**
  - Designed a mobile app to support cognitive engagement for seniors, collaborating with startups and healthcare experts while focusing on clear layouts and readable UI systems.
  - Increased user engagement by 40% through improved visual hierarchy and simplified interface design.
  - Reduced user errors by 25% through usability testing and layout refinements.

### - Product Designer (Nov 2016 To Aug 2017)

- **“Smart Faror” Website and Application- July 2016 to August 2017, Tehran.**
  - Collaborated with engineering teams to design clear and functional dashboard interfaces for IoT systems.
  - Improved usability by refining layouts and optimizing sign-up flows.
  - Increased user engagement by 55% through data-informed visual and interaction improvements.
  - Supported sales funnel optimization using user behavior insights.
  - Designed social media content and brand visuals to support product launches and digital communication.
- **Products: WeatherBox and Smart Node- Nov 2016 to May 2017, Tehran.**
  - Designed production-ready enclosures for IoT environmental monitoring devices.
  - Contributed to decision support systems through practical and functional product design.

## Contact

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

## Skills

### Design & Visual Skills

- Digital Asset Creation
- Brand Identity & Visual Systems
- Social Media & Campaign Visuals
- Layout & Visual Hierarchy
- Design Systems & UI Components

### UX & Product

- Wireframing & Prototyping
- User Research
- Usability Testing
- Information Architecture
- Iterative Design

### AI & Creative Tools

- AI-Assisted Visual Exploration
- Prompt-Based Concept Development
- Image Editing & Visual Refinement

### Tools

- Figma
- Adobe Illustrator
- Procreate
- CorelDraw

### Soft Skills

- Cross-Functional Collaboration
- Attention to Detail
- Adaptability
- Creative Problem-Solving

### Languages

- English (C1)
- German (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)