

Negin Alipour

Product Designer

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 LONDON, UK

Experienced product designer skilled in crafting user-centered, accessible designs that boost engagement and streamline digital experiences. Proficient in research, visual design, and prototyping with tools like Figma, Adobe Suite, and Blender, I bring strategic expertise in information architecture and design systems, enhancing usability and inclusivity. My work consistently drives user satisfaction, accessibility, and measurable performance improvements, creating impactful results for both startups and established products.

Skills

- DESIGN**
Digital illustration. Wireframing. Mockups. Prototyping. Visual design. Responsive design. digital painting. AR design. VR design. XR design. 3D modeling
- RESEARCH**
Persona. Storyboard. User journey. Affinity diagrams. Interview. Usability testing. Comparative analysis. Survey. User flows. WCAG. Swot. Information architecture (IA)
- TOOLS**
Figma. Adobe XD. Sketch. Adobe Photoshop. Adobe Illustrator. Blender. procreate. Wordpress. Axure. Storybook. Zeplin. Invision. FigJam. Miro. Jira. Mural. Userzoom.
- OTHER**
HTML. CSS. Google workspace. Microsoft Office. Microsoft Project. Canva. Agile. PMBOK

Education

- User Experience & Interaction Design for AR/VR**
University of Michigan
OCT 2023
- GOOGLE UX DESIGN CERTIFICATE**
Coursera/Online
Nov 2022
- B.A of CIVIL ENGINEERING**
Azad university / Mashhad
Sep 2015 - Jan 2019

Experience

- UI/UX designer**
CIRCLE | Stockholm. Sweden
Full-time | FEB 2024 - Until Now

Circle is a startup focused on social media with the aim of connecting people physically. I’m responsible to redesign and refine the app to enhance engagement and improve accessibility features. I’m achieving these goals by:

 1. Conducting UX research, user interviews, surveys, and competitor analyses to identify our application's pain points.
 2. Redesigning our application and brainstorming ideas for enhancing user experience and engagement.
 3. Overseeing Circle's information architecture (IA), user flow, and design systems to ensure a smoother journey and consistency, thereby elevating the overall cohesiveness and user experience.
 4. Redesigning the application based on WCAG guidelines to improve accessibility.
 5. Collaborating with developers to ensure seamless integration, optimizing the overall functionality and aesthetics of the app.
- Product designer and digital illustrator**
PeachyPixels | London, UK (Remote)
Freelancer | MAY 2022 - FEB 2024

PeachyPixels is a design agency, specializing in product design and design services. During my time at PeachyPixels, I have worked on +4 websites and applications, including:

 1. Shareitfair: The platform facilitates donations to a wide range of organizations by supporting causes.
 2. Artyee: Art marketplace empowering artists and enriching art enthusiasts' lives. It allows art buyers and sellers to trade.
 3. Together: A leisure-sharing app during the pandemic to help students safely gather and reduce depression during quarantine.
 4. Risidio: An NFT marketplace focused on enhancing the experience of buying, selling, and collecting NFTs.

Additionally, I have worked as a digital illustrator and graphic designer on +3 projects:

 1. Designed flyers, brochures, and social media posts for an application to promote their business.
 2. Created logo and branding for an event organizer application, tailored to their content and business goals.
 3. Designed digital illustrations for the onboarding process of two mobile apps.
- Product designer**
SWIPEJOB | Stockholm. Sweden
Full-time | JAN 2023 - FEB 2024

SwipeJobb is an employment-focused platform. This app focuses on businesses such as restaurants, cafes, hotels to find, match, and hire candidates. The purpose of redesigning this app was to increase its usability. I achieved these goals by:

 1. Conducting UX interviews to identify our application's problems and heuristic evaluations to identify design issues.
 2. Empathizing with users through user personas and journey maps to improve the app's usability and accessibility.
 3. Identifying ideas that enhance usability and prioritizing these ideas based on their impact and effort to define our MVP.
 4. Creating, managing, and maintaining SwipeJobb’s design systems to increase design consistency.
 5. Crafting user flows, information architecture, wireframes, high-fidelity designs, and interactive prototypes.
 6. Collaboration with executives, management, app developers, back-end developers, and stakeholders to implement designs.

This approach had significant impacts on the project, including:

 1. Promoting and implementing a user-centered design, resulting in improved user satisfaction and engagement.
 2. Increasing conversion rates by 43% through UX and UI enhancements.
 3. Implementing accessibility standards, making the product more inclusive in line with WCAG guidelines.
 4. Designing solutions that reduced user errors by 90%, enhancing overall usability.