

# Fatemeh Ghafouri

Product Designer



+98-9029353942

design.fatemehh@gmail.com

www.fatemehghafouri.ir

Tehran, Iran

## SUMMARY

Accomplished UI/UX Designer with 3+ years of experience eager to make a positive impact on the user experience through design. Have 15 successfully completed projects in different fields. During my time at Bit24, We increased user satisfaction by 20% with redesign of the website. Boosted conversions by 300% with website design of Mozayedegar. Have raised the earnings of GTA Silver company by redesigning their store website. Worked with the Marketing & Dev teams to achieve quarterly KPIs.

## EXPERIENCE

### Product Designer

Bit24

06/2022 - 10/2023

Bit24 is a digital currency exchange. This platform contains over 450K users. Bit24 exchange is among the top 10 cryptocurrency exchanges in Iran.

- Gained valuable experience in designing and developing financial products and services.
- Providing quality user interface design, conducting usability tests & user research, and benchmarking our products against competitors.
- Worked on features, that meet the needs of both users and business stakeholder.
- Building design system with 3 teammate for bit24's products.

### Product Designer (Part-time)

Shabake Mozayedegar

07/2022 - 02/2023

This company operates in the field of online auctions. Mozayedegar (Auctioneer) is the first product of this company.

- Apply user-centered approach and identify user's problem and needs.
- Conduct user research, compile findings and suggest solutions.
- Create wireframes and interactive prototype.

### Ui Ux Designer (Part-time)

Daal Agency

03/2022 - 06/2022

Daal Agency is a Creative Agency with a focus on design and I collaborated with this company in a international project related to telemedicine.

- Design the web panel and mobile application.
- Adoptive design.

### Ui Ux Designer

Arkatech

12/2020 - 05/2022

It is a company in the field of website design and implementation.

- Design 7 successful projects.
- Communicate with multiple stakeholders to find out business goals.
- Market research and competitive analysis.
- Designing questionnaires and analyzing the questionnaire results.
- Conducting user journey maps, personas, and user flows.

## SKILLS

- Figma / Sketch / Adobe XD
- Mirro
- Design System
- Wireframing
- Concept sketches
- Axure
- Prototypes
- Surveying
- Heuristic Evaluation
- Information Architecture
- Comparative analysis
- Statistical analysis
- Data analysis
- HTML5 & CSS
- Illustrator
- Agile

## LANGUAGES

- English Intermediate
- Turkish Intermediate

## EDUCATION

### Bachelor of Computer Engineering

University of Tabriz

## CERTIFICATION

- **Ui & Ux Design Practical Course**  
Spiral Design Center
- **Advanced Ui & Ux**  
Inverse School
- **User Experience**  
Interaction Design Foundation