

Farima Talebi

UX/UI Designer

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🌐 [LinkedIn](#)

🌐 [Portfolio](#)

A UX/UI Designer with a Master's degree in Technology Management focusing on UX, bringing 3+ years of hands-on experience in diverse industry projects, highlighting adaptability. Combining design thinking and tech knowledge to create user-centric solutions driving business success.

Work Experiences

UX/UI Designer | Freelance

London, UK | Jul 2022 - Present

- Designed bespoke user interfaces for web and mobile applications across fintech, social mental health, sports clubs, and tourism sectors, including platforms for hotel and flight bookings.
- Managed projects from initial concept to final delivery, ensuring client satisfaction and project success.
- Conducted user research and usability testing to refine designs and enhance overall user satisfaction.
- Delivered diverse design assets, including wireframes, mockups, prototypes, and design systems.

UX Designer | Risidio

London, UK | Feb 2022 - Jun 2022

- Contributed to the design of an NFT marketplace product, focusing on improving the user experience for both buyers and sellers.
- Conducted competitive analysis and user research to identify opportunities for enhancement.
- Collaborated with the product team to iterate on design concepts and prototypes.

UI Designer | Future Wave Ultratech

Remote | Jun 2020 - Jan 2022

- Collaborated on telecom projects, designing user interfaces for B2B software.
- Developed wireframes, prototypes, and high-fidelity mockups to communicate design concepts.
- Created intuitive and visually appealing dashboard designs tailored to meet the needs of clients.

Skills

• Design

Wireframing, Mockups, Prototyping, Visual design, Responsive design.

• Research

Persona, User journey, Affinity diagrams, Interview, Usability testing, Competitive analysis, Survey, User flows, WCAG, Information architecture.

• Tools

Figma, Adobe XD, Sketch, Zeplin, Invision, FigJam, Miro, Jira, Hotjar.

Education

Master's, Technology Management

Shahid Beheshti University | 2016-2019

Concentrated on evaluating UX maturity for a tourism website through a comprehensive range of qualitative and quantitative methodologies, including interviews, guerrilla usability testing, analytics data, and surveys.

Bachelor's, Industrial Management

Raja University | 2012-2016