



Sanaz Najafi

UX & Product Designer

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Summary

UX/Product Designer based in Berlin with nearly 4 years of experience in complex user flows, improving usability, and designing for measurable impact. Currently looking for a full-time position to contribute to meaningful products and support business growth.

Experiences

Research Assistant | Universität Siegen

JUL 2025– Present • Berlin, Germany • Remote

- Analyzing interviews and qualitative data for the teleDiag@smart project, focusing on post-COVID healthcare and user experience in telemedicine.

UX/ UI Designer | Freelance

Apr 2022– Mar 2024 • Berlin, Germany • Remote

- Supported usability and accessibility improvements for a scholarly web platform.
- Collaborated on defining a consistent user experience and applying research findings to design decisions.
- Contributed to a style guide and ran usability tests to inform refinements.

UX/ UI Designer | MCI Academy

Feb 2020– Oct 2021 • Tehran, Iran • On-site

- Increased usability (SUS score improved to 71.4) by redesigning multi-page flows and improving information architecture and UX writing.
- Boosted user conversion by 10% through redesigning the user journey and improving visual hierarchy using insights from heatmaps.
- Collaborated with multiple teams to gather diverse insights and improve overall user engagement.

Education

MSc. in Human-Computer Interaction

University of Siegen, Germany

Apr 2024–Present

B.Sc. in Urban Design

Azad University, Iran

Sep 2014 - Sep 2018

Hard Skills

- User Research
- Interaction Design
- Visual Design
- Wireframing
- Prototyping
- Usability Testing
- Design System

Soft Skills

- Collaborative in cross-functional teams
- Problem-solving mindset
- Self-driven and independent
- Being open to feedback
- Willing to share knowledge

Tools

- Figma
- Miro
- Maze
- Uizard
- Notion
- Jira
- HTML, CSS, JavaScript
- C++

Languages

English C1

German B1

Persian