

Farnoosh Bagheri

UX/UI Designer, UX Researcher

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Dubai, United Arab Emirates

Summary

I'm a UX/UI Designer with 2+ years of experience, a Computer Science graduate, and a former Frontend Developer. I help B2B SaaS companies improve product experiences through UX strategy and systems thinking, balancing user needs with business goals. I'm interested in collaborative team environments across B2B products and marketplaces, and I'm open to full-time opportunities in UX/UI Design or UX Research roles where I can reduce user friction, improve efficiency, and contribute at a product strategy level.

Work Experience

Product Designer | Malek

Remote | 2025 — 2026

- Designed a fintech platform for fractional real estate, enabling micro-share trading across mobile and desktop, and created end-to-end user journeys including investor and agent dashboards to improve workflow clarity.
- Collaborated with product and engineering teams to improve onboarding through user research and iterative testing, reducing drop-offs with a stepper-based flow, and designing growth and monetization features including a tiered reward and referral system, BNPL payments, and a property conversion system enabling micro-share swaps and crypto-to-fiat transactions to increase engagement, conversion, and retention.

UX Design Fellow | MarziUXD

Remote | 2025 — 2026

- Selected as a UX Design Fellow at MarziUXD based on consistent high performance in a 10-week UX Challenge, demonstrating strong problem-solving, product thinking, and high-quality execution.

UI/UX Designer | Freelance

Tehran, Iran | 2024 - 2025

- Delivering end-to-end UX/UI solutions, from research and ideation to prototyping and high-fidelity UI design.

Front-End Web Developer | Freelance

Tehran, Iran | 2021 — 2022

- Developed responsive, high-performance web applications using HTML, CSS, JavaScript, and Angular, focusing on layout optimization, accessibility, and cross-device responsiveness.
- Built complex, data-heavy dashboards to support multi-step workflows and improve decision-making efficiency, while collaborating in Agile teams using Git for version control and iterative development.

Skills

UX Research Skills: Data Analysis, Desk research, User Interviews, Surveys, Usability Testing, Contextual Inquiry, Focus Groups, Persona Development, User Journey Mapping, User Flows, Storyboarding, A/B Testing, Tree Testing, 5-Sec Testing, UX Writing, Card Sorting, Competitive Analysis

Visual Design Skills: High-fidelity UI (Mobile & Web), Design Systems, Style Guides, Information Architecture, Wireframing, Prototyping, Interaction Design, Ideation & Brainstorming

Soft Skills: Cross-functional Collaboration, Critical Thinking, Conflict Resolution, Stakeholder Management, Front-End Handoff, Design Documentation, Agile & Scrum

Tools: Figma, FigJam, Miro, Lovable, Claude, Adobe XD, Notion, Framer, Hotjar, Google Analytics

Education

Bachelor's Degree, Computer Engineering | Azad University (IAU)

Tehran, Iran | 2014 — 2018

Licenses & Certifications

Practical UX/UI Design Course

Spiral Design Center

IELTS Academic — Overall Band Score: 7.0

IELTS Official