

Farnoosh Bagheri

UX/UI Designer, UX Researcher

Portfolio

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Location

Dubai, UAE

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Summary

I'm a UX/UI Designer with 2+ years of experience, a Computer Science graduate, and a former Frontend Developer. I help companies improve product experiences through UX strategy and systems thinking, balancing user needs with business goals. My strengths include deep user empathy, breaking down ambiguous problems, turning data-driven insights into intuitive information architecture and scalable design solutions, optimizing complex workflows, and integrating AI tools to improve productivity. I'm interested in collaborative team environments across B2B products and marketplaces, and I'm open to full-time opportunities in UX/UI Design and UX Research roles where I can reduce user friction, improve efficiency, and contribute at a product strategy level.

Work Experience

UI/UX Designer | Malek

Jun 2025 — May 2026

- Designed a property tokenization fintech platform, enabling users to trade property assets in micro-units across mobile and desktop, and created end-to-end user journeys, including investor and agent dashboards, improving workflow clarity and reducing user errors.
- Collaborated with product and engineering teams to optimize onboarding through user research and iterative testing, reducing user drop-offs with a stepper-based flow. Designed growth and monetization features, including a tiered reward and referral system, BNPL functionality, and a property exchange feature enabling micro-share swaps and crypto-to-fiat transactions to improve conversion and retention.

UX Design Fellow | MarziUXD

Jan 2025 — Jun 2025

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

UI/UX Designer | Freelance

Jan 2024 - Dec 2024

- Delivering end-to-end UX/UI solutions, from research and ideation to prototyping and final high-fidelity UI design across web and mobile platforms.

Front-end Web Developer | Freelance

Jul 2022 — Jun 2023

- Developed responsive and high-performance web applications using HTML, CSS, JavaScript, and Angular, focusing on layout optimization, accessibility, and cross-device responsiveness.
- Built complex and 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.

Projects

Optimizing User Flows in Malek, a Property Tokenization Platform

- Designing clear end-to-end user journeys for buying, selling, and converting fractional property units, while implementing growth features such as a tiered referral system to drive user adoption and conversion.

Improving Navigation Trust in Unfamiliar Areas for Tourists on Google Maps - A UX Case Study

- Exploring the key challenges tourists face on Google Maps, and how simplifying the layout, improving visual hierarchy, and providing real-time updates can enhance travel experiences, reducing reliance on third-party apps.

Enhancing Community Engagement and Listener Interaction on Castbox - A UX Case Study

- Identifying why Castbox listeners experience difficulties interacting with the community section and how redesigning the information architecture can improve clarity, streamline commenting, and increase engagement.

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 | IAUCTB 2014 — 2018

Licenses & Certifications

Practical UX/UI Design Course Spiral Design Center

IELTS Academic — Overall Band Score: 7.0 IELTS Official