Experience

Product designer

Capita – Loan App (Capstone Project at Rahnema College)

Sep - Nov 2024
IRAN, Tehran
Capstone Project

"Capita" was designed to address challenges discouraging individuals from participating in traditional interest-free lending among friends and family. The primary goal was to facilitate and enhance financial interactions, increasing engagement in interest-free loans within close-knit communities.

Achievements:

- Minimized missed or delayed payments using smart notifications and reminders.
- Built a larger, more credible community through user verification and broader membership access.
- Simplified financial operations such as direct account transfers and online raffles.
- Boosted flexibility with grouping options based on repayment capacity and loan requirements.

Results:

- Improved user experience and resolved traditional challenges.
- Received positive feedback from 80% of users during usability testing.
- Successfully showcased as a high-impact academic project.

Product designer

Podifay – Podcast

Aug - Oct 2024
IRAN, Tehran
Capstone Project

A case study project aimed at enhancing the podcast experience by addressing user needs uncovered through interviews. The app enables users to mark enjoyable or insightful podcast segments, add personalized notes, and easily share moments or notes with friends. These features were designed to make the listening experience both functional and enjoyable.

Achievements:

- Conducted in-depth user interviews and competitive analysis to uncover key desires and frustrations.
- Designed and prototyped an intuitive interface for marking, note-taking, and seamless sharing.
- Developed features prioritizing user enjoyment and practicality, including custom annotations and sharing options.

Results:

- Enhanced user satisfaction by addressing core needs for revisiting and sharing meaningful content.
- Strengthened teamwork and problem-solving skills through a user-focused design-thinking approach.
- Delivered a functional concept blending entertainment and utility to meet user expectations.

See more details in Bē

Product designer

Keep Jeeb – (Capstone Project at Amanj Academy)

Sep - Oct 2023
IRAN, Tehran
Capstone Project

KeepJeeb – A capstone project designed to create a mobile application for users with limited income. The application provides simple yet effective tools for managing expenses, budgeting, and achieving financial goals.

Achievements:

- User Research: Conducted interviews, competitor analysis, and developed user personas to identify key needs.
- UX/UI Design: Created wireframes, interactive prototypes, and a comprehensive design system.
- Key Features: Prioritized expense tracking, effective budgeting, payment reminders, and the ability to set financial goals.

Results & Outcomes:

- Designed a simple and functional user experience for personal financial management.
- Enhanced user awareness of expenses and contributed to reducing unnecessary costs.
- Developed problem-solving and product design skills through a successful team project.

See more details in Bē

Skills

Design

Web Design | Mobile Design | User Experience

- Wireframing
- Prototyping
- Testing

Design System



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Tools

- Figma — UI Design, prototyping
- Maze — Product research
- Miro — manage projects
- Adobe Photoshop
- Adobe illustrator

Education

Rahnema College
Product Design
Sep 2024

Amanj Academy
Product Design (UI/UX)
Jun 2023

University
Graphic Design
May 2017