Yalda Akbari (She/Her)

Junior Product Designer
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https://yalda-akb2026.framer.website/

Professional Summary

UX/UI Designer with a background in front-end development, WordPress, and SEO. Experienced in designing accessible mobile apps, service-based digital products through user research, wireframing, prototyping, and design systems.

Key Skills and Tools

- **UX/UI Design**
  UX Research · Customer Journey Mapping · User Flows· Information Architecture · Wireframing · Prototyping · Usability Principles · Accessibility · WCAG · A/B testing · Design Systems · Responsive Design
- **AI for Design & Product Development**
  Prompt Engineering · AI-Assisted UX Research · AI-Assisted Design · AI-Assisted Content Creation · AI-Powered Ideation · AI Workflow Optimisation · AI Collaboration
- **Web Design & Development:** WordPress Website Design · Responsive HTML5 & CSS3 · Plugin Configuration · Website Optimisation · Technical Troubleshooting.
- **Development:** HTML · CSS · Basic JavaScript · WordPress
- **SEO & Content Strategy**: Keyword Research · On-page & Off-page SEO · Google Analytics · Google Search Console
- **Tools:** Figma · FigJam · Framer · Hotjar · Balsamiq · Adobe Photoshop · WordPress · Google Analytics · Google Search Console · Stark · Claude · ChatGPT· Canva

Experience

Product Design Projects
2025 – Present

GoodGirl Agent | AI Research & Content SaaS Platform (Startup Project)

- Conducting UX research to explore user needs, pain points, and workflows in AI-powered content research and strategy.
- Analysing competitor platforms and existing user journeys to identify usability gaps and opportunities for improvement.
- Mapping user workflows across research, competitor analysis, content gap discovery, and content strategy.
- Translating research findings into user insights, problem statements, and actionable recommendations to inform product decisions.

Karoo | Home Services Mobile App (Mentored Product Design Project)

- Designed the UX/UI of a mobile platform connecting users with trusted home service providers
- Created intuitive booking flows, user journeys, and scalable interface components
- Developed responsive mobile layouts and consistent visual systems

PillBox | Digital Health App (Collaborative Concept Project)

- Designed an accessible medication management experience for older adults
- Created user flows, wireframes, UI systems, and responsive mobile interfaces

- Applied WCAG-informed accessibility practices, including clear visual hierarchy, readable typography, colour contrast, and inclusive interaction patterns
- Developed a design system focused on clarity, cognitive simplicity, usability, and accessibility
- Conducted research around accessibility, medication adherence, and elderly user needs

Web Designer & SEO Specialist | SOS Marketing & Facilitation Agency | Iran
Mar 2022 – Feb 2023

- Started with WordPress development, front-end implementation, and website management
- Gradually expanded responsibilities into wireframing, information architecture, and UX-focused website improvements
- Created responsive website layouts with a focus on usability, accessibility, and user experience principles
- Collaborated on content organisation and SEO optimisation strategies
- Implemented front-end updates using HTML and CSS
- Improved website performance, usability, and conversion opportunities through continuous optimisation

WordPress Designer & SEO Specialist | Freelance
Feb 2020 – Mar 2022

- Designed and developed responsive WordPress websites for small businesses and personal brands
- Translated design concepts into functional website interfaces
- Customised website layouts and implemented front-end adjustments
- Applied SEO best practices to improve visibility and website structure
- Managed website content, plugins, and ongoing updates

Additional Experience

SEO & AI Content Part-time Contract | Midshift | UK
Aug 2024 – Mar 2025

- Supported AI-assisted content creation and SEO optimisation initiatives
- Applied keyword research and content structuring techniques
- Worked with generative AI tools to streamline content workflows and research processes

Professional Development & Events

- **Northern User Experience Session | Participant | 2025**
  Explored practical Lean UX practices, early testing approaches, and effective collaboration models across design, product, and engineering teams.
- **NUX Manchester: UX Pathways – From Entry Level to C-Suite | Participant | 2025**
  Gained exposure to UX career pathways, leadership perspectives, how research and design shape product strategy.

Certifications & Courses

- UI/UX Design Xgen Academy - 2026
- Anthropic- Issued - Jun 2026
  - Certificate of Completion: AI Fluency Framework & Foundations | Credential ID 4vog89tbv2yr
  - Certificate of completion: Claude 101| Credential ID p5drx7quzwiv
- Website UX for Marketers

Education

MSc, Computer Science – Software Engineering | IAU – Iran
BSc, Computer Science – Software Engineering | IAU – Iran