

BEHDAD SAEDI

Product Designer (UI/UX)

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PROFESSIONAL SUMMARY

Product Designer (UI/UX) with nearly 3 years of experience in designing digital products, backed by 10+ years of hands-on experience in web design and development. With a background in Computer Engineering, I combine user-centered design with technical understanding to create scalable digital experiences and collaborate effectively with developers and cross-functional teams. Experienced in UX research, user flows, information architecture, wireframing, prototyping, responsive UI design, and design systems. My focus is on solving complex problems through systematic design, information architecture, and scalable design systems while creating user-centric experiences that align with both user needs and business goals.

WORK EXPERIENCE

UI/UX Designer & Web Developer (Project-based) | Errorgroup Ltd, Saqqez, Iran Jan 2016 - Present

- Delivered 15+ web and digital projects across e-commerce, corporate, service, and business domains, working closely with clients throughout design, development, and feedback cycles.
- Over the past 3 years, expanded my role into UI/UX and product design, contributing to user flows, information architecture, wireframing, responsive UI design, prototyping, and design systems.
- Designed user-centered and responsive interfaces in Figma, translating business requirements into practical digital experiences aligned with user needs and technical constraints.
- Managed end-to-end website design and development using WordPress, WooCommerce, and Elementor, collaborating with developers and stakeholders throughout implementation.

UI/UX Designer & Web Developer | Maaf Marketing Group, Sanandaj, Iran Feb 2023 - Jun 2023

- Redesigned the corporate website with a focus on UX, information architecture, responsive UI, and conversion-oriented user flows.
- Built and managed a multi-lingual website platform using Custom CSS and WPML, supporting the company's expansion into 3 international markets.
- Improved website performance and mobile responsiveness through optimized layouts, responsive implementation, and front-end improvements.

Product Designer (UI/UX) | Tether Bank (FinTech), Sanandaj, Iran Sep 2022 - Feb 2023

- Redesigned the trading platform onboarding experience by identifying usability issues and simplifying key user flows for new users.
- Developed a scalable Design System with reusable components, variants, and standardized UI patterns to improve product consistency.
- Optimized the Quick Buy flow by simplifying interactions and reducing unnecessary steps for first-time crypto investors.
- Created wireframes, high-fidelity UI designs, and interactive prototypes in Figma, collaborating with technical teams to ensure practical implementation.

SELECTED PRODUCT DESIGN PROJECTS

AI-Powered Smart Home Management Platform | Product Designer (Team of 5) | 2026

- Collaborated within a 5-member cross-functional team to design an AI-powered Smart Home platform for connected devices and intelligent home automation.
- Conducted user and product research and designed 100+ high-fidelity UI screens across Home, Devices, Rooms, Security, Automation, AI Agent, Settings, Notifications, Energy, and Integrations.
- Designed end-to-end user flows for device onboarding, configuration, room assignment, security management, automation creation, and AI-assisted home control.
- Built a scalable Design System and UI Style Guide covering reusable components, variants, typography, color, spacing, grid, responsive behavior, and interaction patterns.
- Applied systematic UI principles including 8pt spacing, Auto Layout, responsive layouts, component states, and Figma prototyping across the product experience.

Hazweh: AI-Integrated Smart Health Platform | 2023

- Conducted UX research focused on improving digital healthcare and doctor appointment experiences.
 - Designed user flows, information architecture, and 23 high-fidelity UI screens in Figma based on identified user needs and product requirements.
 - Created supporting system models, including Sequence, Activity, and Class Diagrams, to communicate product and system interactions.
- Mivandar: Hotel Management & Reservation System | 2022**
- Conducted user research and designed a hotel management and reservation experience in Figma, focusing on information hierarchy, usability, navigation, and supporting system documentation.

AWARDS & ACHIEVEMENTS

- Finalist & Top Presenter | 1st National Nutrition Congress (Nutrix) | Tehran, Iran** Jan 2026
- Developed an innovative high-density protein bar concept for extreme environments.
- 2nd Place Winner | 1st National Food Industry Startup Event | Yazd, Iran** Mar 2024
- PMS Chocolate — Innovative functional food concept selected among 220 nationwide participants.
- 1st Place Winner | National "Idea to Research" Event (West of Iran) | Kermanshah, Iran** Feb 2024
- Paymand — Intelligent elderly care system recognized for feasibility and social impact.
- 3rd Place Winner | "Health Star" Startup Weekend | Sanandaj, Iran** Nov 2023
- HAI Therapy — AI-powered digital platform focused on psychology and mental health services.

EDUCATION

- B.Sc. in Computer Engineering | University of Kurdistan, Sanandaj, Iran** Oct 2019 - Dec 2023
- Diploma in Mathematics | Gifted & Talented School (Sampad) Fajr School, Saqqez, Iran** Sep 2016 - Jun 2019

CERTIFICATIONS

- UI Core — User Interface Design Program | Instructor: Ehsan Ezzati | Credential ID: 1404124** Jul 2026
- Focus Areas: Component Design & Variants, Auto Layout, Grid & Responsive Design, UI Libraries, Design Systems, Interaction Design, Prototyping, Figma, UI Sizing & Spacing, Style Guides, Color & Typography.

TECHNICAL SKILLS

- UX & Product Design:** User Research, User Flows, Wireframing, Prototyping, Usability Testing, Interaction Design
- Visual & UI Design:** UI Design, Design Systems, Component Design, Variants, Responsive Design, Typography, Color Theory, Grid Systems, Style Guides
- Tools:** Figma, FigJam, Adobe XD, Photoshop, Illustrator, Microsoft Office(Word, Excel, PowerPoint, Visio, Project)
- Technical:** HTML5, CSS3, WordPress, WooCommerce, Elementor, Basic SEO, Python, C
- Collaboration:** Developer Handoff, Cross-functional Collaboration, Agile Methodology, Trello, Design Documentation
- Soft Skills:** Problem Solving, Critical Thinking, Communication, Adaptability

LANGUAGE

Kurdish: Native | **Persian:** Native | **English:** Intermediate (B1)

LEADERSHIP & ACTIVITIES

- Chair of the ACM Student Scientific Association | University of Kurdistan, Sanandaj, Iran** Jun 2022 - Sep 2023
- Regional Competition Leadership: Organized and managed the regional ICPC programming contests, coordinating between multiple universities and overseeing the technical infrastructure for participants.
 - Educational Initiative: Curated and led a series of technical workshops and webinars on software engineering and UI/UX design, reaching over 400 students.
- Member of the ACM Student Scientific Association | University of Kurdistan, Sanandaj, Iran** Dec 2020 - Jun 2022