Marjan Asadi

UI/UX Designer

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PROFESSIONAL SUMMARY

Human-centered and data-driven UX Designer with a master's degree in User Experience Design from the UK and 3+ years of experience designing accessible and intuitive digital products for B2B, B2C and SaaS platforms. Proven ability to increase product engagement and performance through iterative user testing and behavioral insight. Experienced in inclusive design, and working within Agile environments alongside cross-functional stakeholders.

WORK EXPERIENCE

UI/UX Designer | FarnaAgency, Dubai, UAE | Mar 2024 – Oct 2025

- Improved user performance by 32% by validating test results and iterating.
- Led end-to-end UX processes including user research, personas, information architecture, user flows, and interactive prototyping.
- Redefined Brand identity and UI across all digital touchpoints, improving consistency and usability.
- Designed responsive web and mobile interfaces using component-based design systems and design tokens ensuring visual consistency, scalability, and faster development handoff.
- Produced high-fidelity prototypes using Figma and minimised usability issues by conducting heuristic evaluation and analysing Hotjar recordings.
- Worked within an Agile team, collaborating with 6+ team members including developers, product managers, and UX researchers.

Junior Product Designer | AsenaDev, Dubai, UAE | Sep 2020 – Dec 2022

- Identified and resolved user complaints by analyzing user reviews and creating a page number navigation input that reduced complaints by 14.4% and increased feature usage by 17%.
- Resolved over 50 accessibility issues in collaboration with the engineering team, promoting inclusivity in the Ceric application.
- Improved user flows and landing page UX, resulting in a 20% uplift in conversion rate.
- Developed low-fidelity wireframes and interactive prototypes, validated through iterative user testing.
- Documented product requirements and maintained design handoffs with developers using tools like Zeplin and Jira.

PROFESSIONAL SKILLS

- **Design Tools:** Proficient in Figma, InVision, Adobe After Effects, Adobe XD, Sketch, Photoshop, Hotjar, Google Analytics, Miro; Familiar with Illustrator, Premier.
- **Usability Testing and Research:** Strong skills in conducting user interviews, surveys, A/B tests, quantitative and qualitative research methods; conducting competitive audits and market research, and translating findings into design decisions
- **Prototyping**: Proficient in designing low to high-fidelity interfaces in Figma aligned with brand guidelines to simulate user flows and enable faster iterations; Skilled in Wireframing, visual hierarchy, typography, and layout and composition to enhance clarity and user engagement.
- **Cross-Functional Collaboration**: Worked closely with developers, product owners, stakeholders and marketers to ensure alignment between design intent and final implementation; Following a user-centered approach within Agile teams
- **Design Systems & UI Consistency**: Contributed to the development and scaling of design systems by implementing reusable components and promoting visual consistency, ensuring a cohesive experience across all stages of the user journey.
- **Accessibility (WCAG)**: Applied Web Content Accessibility Guidelines (WCAG) to ensure designs are accessible, meeting legal standards and providing an inclusive experience for all users.
- **Data-Driven Design:** Strong analytical and problem-solving skills with the ability to use tools such as Google Analytics and Hotjar to analyze user behavior, make design decisions, and optimize conversion rates.
- **Web development:** Proficient in HTML, CSS; Familiar with core JavaScript concepts to effectively collaborate with developers and ensure design feasibility across dynamic interfaces.

EDUCATION AND TRAININGS

Msc. User Experience Design| Birmingham City University, Birmingham, UK

Bsc. Architecture| Jaber Ebne Hayyan University

AI for Designers| Issued by IxDF

Design Systems: How to Craft Successful Components| Issued by IxDF

Design with Data: A Guide to A/B Testing| Issued by IxDF

Design KPIs: From Insights to Impact| Issued by IxDF