DARYA EBRAHIMI

UX/UI DESIGNER

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PROFESSIONAL SUMMARY

UX/UI Designer with **4+ years of experience** across multiple industries, spanning user research, interaction design, and high-fidelity interfaces for web, mobile, and dashboard products. Experience includes **FinTech, EdTech, B2B SaaS, and AI-driven products**. MBA graduate bringing product strategy and a business-oriented perspective to UX. Experienced in fast-paced startups, including one successful exit and one currently scaling. Former front-end developer with two years of experience, supporting close collaboration between design and engineering teams.

SKILLS

Design & Research — User research, interviewing, moderation & usability testing; collaboration with PM, engineering & stakeholders; interaction design & prototyping; wireframing & high-fidelity UI; information architecture, dashboard design, desktop applications, B2B & SaaS; AI-assisted design / UX for AI; strong user empathy & active listening in research and collaboration.

Tools & Technical — HTML/CSS/JavaScript (basic fluency); dashboard & analytics UI; Figma, Adobe Design Suite & Framer; WCAG compliance; familiarity with Tailwind.

Soft Skills — Cross-functional collaboration; stakeholder communication; feedback & iteration mindset; proactive and continuous learning mindset; strong attention to detail.

WORK EXPERIENCE

UX/UI Designer | Narun

Nov 2023 - Dec 2025 | BC · Full-time

- Contributed to designing 4+ AI-driven products, including a hackathon project, focused on solving real user needs.
- Designed AI-powered products that transformed user inputs (text and voice) into structured, actionable outputs such as task lists, reminders, and categorized workflows.
- Contributed to launching products on Product Hunt, supporting early visibility and user engagement.
- Contributed to building AI-driven user experiences that simplified everyday actions, enabling users to convert conversations into organized tasks and decisions.

UX/UI Designer | Formaloo

Aug 2023 - Oct 2023 | Toronto · Contractor

- Improved cross-team alignment by working closely with development, marketing, and leadership, leading to smoother design handoff and faster iteration cycles.
- Increased user engagement through UI modernization while maintaining visual and brand consistency.
- Delivered a functional V1 landing page by translating wireframes into interactive prototypes and refining them based on user feedback.

WORK EXPERIENCE (CONTINUED)

UI/UX Designer | Mores Software

Dec 2022 - Aug 2023 | Full-time

- Reduced codebase by 20%, improving system speed.
- Grew from junior to mid-level designer, working across the product from early ideas to launch.
- Delivered the v2 design MVP in 3 months.
- Co-designed with the CEO to ensure clarity, automation, and low lift for busy teams.
- Designed over 50 high-fidelity dashboard screens, focusing on clarity, usability, and data visualization.

Junior UI/UX Designer | Mores Software

Sep 2022 - Nov 2022 | Full-time

- Worked alongside a Senior UX/UI Designer, helping conduct user interviews and usability tests.
- Developed a complete user journey map to identify opportunities and friction points in the user journey.

UI/UX Designer | Fanora Co. Ltd

Jun 2020 - Jan 2022 | Full-time

- Designed 20+ mobile and web product concepts, making interfaces clearer and more consistent.
- Led multiple redesign projects, improving usability, visual consistency, and client satisfaction.
- Partnered with product managers to align design with business goals.
- Improved the research process by incorporating regular user feedback into decisions.

EDUCATION

User Experience Design — BrainStation · Certification · Feb 2025

MBA — Industrial Management Institute · Graduated · Feb 2023

Bachelor, Computer Science — Rouzbahan Higher Education Institute · Graduated · Jul 2019

VOLUNTEER EXPERIENCE

Volunteer | InnoHub Inc.

Jul 2025 - Aug 2025 | North Vancouver, BC

- Supported a hands-on program that helped children build creativity, critical thinking, and problem-solving skills.
- Introduced design thinking through project-based learning, exploring topics from everyday objects to city planning.
- Guided over 13 students in exploring architecture, interior and industrial design, sustainability principles, and visual arts.
- Guided children in developing observation skills and understanding urban spaces, while fostering creativity and equipping them with practical tools for future growth.

REFERENCES

Marzie Nadali — UX Strategist

LinkedIn: https://www.linkedin.com/in/marzie-nadali/

Hirad Arshadiyarahmadi — Fullstack product engineer at Lovable

LinkedIn: https://www.linkedin.com/in/hiradarshadi/