

Mehrnaz Amouei

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SUMMARY

UX Designer with 3+ years of experience designing complex, customer-facing workflows for B2B SaaS, ecommerce, and healthcare technology. Skilled in advanced Figma (components, auto-layout, prototyping), end-to-end user research (usability testing, interviews, contextual inquiry, A/B testing), and translating root customer challenges into strategic requirements alongside Product, Engineering, and QA. Comfortable working at sprint pace in lean cross-functional teams; recent live work served 45K+ monthly visitors and lifted user satisfaction from 42% to 91% on a payment platform. Curious, urgency-driven, and increasingly using AI-native workflows (Figma AI, ChatGPT, Claude, v0) to accelerate the design-to-build lifecycle.

SKILLS

- **Design & Prototyping:** Figma (advanced — components, auto-layout, variants, design systems, prototyping); Sketch, Adobe XD, Framer, Adobe Creative Suite
 - **UX Research:** Usability testing, user interviews, contextual inquiry, surveys, A/B testing, heuristic evaluation, journey mapping, persona development, story mapping, design studios
 - **UX Deliverables:** Wireframes, flow diagrams, rapid prototypes, mockups, interaction patterns, design rationale documentation, accessibility evaluation (WCAG)
 - **Analytics & Data:** Google Analytics, Hotjar heatmaps, Search Console, behavioral analytics, funnel and drop-off analysis, distilling data into insights
 - **AI-Native Workflows:** Figma AI features, ChatGPT, Claude, Midjourney, Adobe Firefly, v0 — used to accelerate ideation, asset variations, and design-to-build handoff
 - **Collaboration & Agile:** Cross-functional sprints with Product Management and Engineering; design pairing, brainstorming, story mapping; comfortable in fast-paced, ambiguous environments
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PROFESSIONAL EXPERIENCE

Insurance Navy Brokers – UX Designer & Researcher

Jul 2025 – Nov 2025

- **Complex workflow design:** co-led full UX redesign of a customer-facing platform serving 45K+ monthly visitors, mapping multi-step quote, account, and conversion flows across desktop and mobile
- **User research and usability testing:** conducted 15+ usability tests and customer interviews across English, Spanish, and Polish-speaking users; combined qualitative findings with Google Analytics, Search Console, and heatmap data to validate hypotheses
- **Data-informed design:** identified 3 critical drop-off points in the quote flow that informed a redesigned conversion funnel; ran A/B tests on landing page variants that increased click-through rates by 22%
- **Cross-functional collaboration:** partnered daily with marketing, development, and executive stakeholders to translate research into shipped designs; documented design rationale and interaction patterns for engineering handoff
- **Wireframes to prototypes:** produced wireframes, flow diagrams, and high-fidelity Figma prototypes to communicate design ideas across rapid revision cycles

Vala Studio – UX Designer (Intern), Tehran

Oct 2021 – Dec 2021

- **End-to-end UX research:** led research for the ID Pay NFC mobile payment app — recruited 30+ participants, ran usability tests, conducted task analysis and cognitive walkthroughs to identify payment and onboarding friction
- **Measurable design outcomes:** lifted user satisfaction from 42% to 91% through 3 rounds of research-driven iteration; prioritized recommendations accelerated feature development by 2 weeks
- **Prototyping and validation:** built high-fidelity wireframes and interactive Figma prototypes; ran A/B experiments to validate visual and interaction decisions before development sprints

- TheiaXR – Product & UX Designer (Remote)** **May 2025 – Jul 2025**
- **Customer research:** planned and executed 10+ contextual inquiry sessions with clinical practitioners to map workflows and pain points; developed 4 personas and 3 journey maps that shaped feature prioritization
 - **Rapid usability evaluation:** ran usability evaluations on prototype interfaces, identifying 12 interaction issues before development sprint and aligning a cross-functional team of 8 around user-informed decisions
 - **B2B SaaS product design:** co-created brand identity and product visual system for a healthcare SaaS startup; built reusable Figma components and design system foundations
- SO Dsgn LLC – Industrial Designer** **Nov 2025 – Feb 2026**
- **Cross-functional delivery:** produced design specs, presentation decks, and visual systems for Google (YouTube, Google Play Store) and Kimberly-Clark; reduced revision cycles by 40% through tight cross-functional alignment
- Adobe – Freelance Designer (Contract)** **Mar 2026 – Present**
- **Concept and visual design:** develop early-stage design concepts and presentation materials in Figma and Illustrator; translate brand direction into design proposals across remote sprint cycles
- UIC School of Design – Adjunct Faculty / Graduate Teaching Assistant** **Dec 2023 – Present**
- **Mentorship and critique:** teach visual communication and design fundamentals to 60+ undergraduates per semester; facilitate structured critique and design rationale articulation
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EDUCATION

- National Louis University – Doctor of Business Administration (DBA)** **Starting Fall 2026**
- **Focus:** Business strategy, leadership, and applied research
- University of Illinois Chicago – Master of Design (MDes), Industrial Design** **2023 – 2025**
- **Focus:** Human-Computer Interaction, User Research Methods, Interactive Systems, Design Systems
 - **Recognition:** GPA 3.87/4.0; Board of Trustees Fellowship and Larson Scholarship recipient; thesis featured in Designboom (Apr 2026) and Dezeen Magazine
- Tehran University of Art – Bachelor of Arts, Industrial & Product Design** **2018 – 2022**
- **Academic excellence:** GPA 4.0/4.0; ranked 1st nationally in Master's Entry Exam; full scholarship across 4 years
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ADDITIONAL INFORMATION

- **Press & Awards:** Designboom feature on POCO (Apr 2026); Dezeen Magazine feature (2025); Chicago Magazine feature (2024); IDA Design Awards Honorable Mention (2025); IDA Silver Winner (2024); IDSA Student Merit Award Nominee (2025); Chicago Consular Corps Professional Development Award (2025)
- **Certifications:** UX Foundations: Prototyping (LinkedIn, 2025); Sustainable Tech (Microsoft, 2025); Design-Led Strategy (University of Sydney, 2023); UX Design Foundations, Design Accessibility, UI Components I & II, HTML for Designers (Uxcel, 2023); Programming Using HTML, Developing SQL Databases (Mimo, 2023); Figma Prototyping (Coursera, 2023)
- **Languages & Affiliations:** English (professional), Persian (native), French (conversational); IDSA Professional Member; National Society of Leadership and Success (NSLS)

Portfolio, references, and supporting materials available upon request.