

ZAHRA ASADI

UI/UX Designer

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PROFESSIONAL SUMMARY

Junior UI/UX Designer with a background in visual design and computer engineering. Hands-on experience creating responsive websites, mobile app interfaces, wireframes, interactive prototypes, and high-fidelity UI design in Figma. Combines technical knowledge with user-centred thinking to deliver accessible, intuitive, and polished digital products.

Work Authorization: **Eligible to work full-time in the UK under the dependent visa scheme. Does not require visa sponsorship.**

SKILLS & TOOLS

- **Core UX/UI Design:** Wireframing, User Flows, Prototyping, Information Architecture (IA), Usability Testing, Responsive Design, Interaction Design, Visual Hierarchy.
 - **Accessibility:** Accessibility Basics, WCAG Compliance, Inclusive Design.
 - **Design Systems:** Component Libraries, Auto Layout, Variants, Variables, Design Tokens.
 - **Software & Tools:** Figma, Maze, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Procreate, Blender, Adobe Creative Suite.
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WORK HISTORY

Monotech Pty. Ltd | Product Designer (Contract) — Travel Agency Website Redesign

Timeline: May 2026 – Present

- *Redesigning a travel agency desktop and mobile website to improve page structure, visual hierarchy, service presentation, and responsive user experience.*
- *Translating client functional requirements into user flows, wireframes, and responsive high-fidelity Figma designs.*
- *Designing a modern, high-conversion digital experience to support service discovery, user inquiries, and decision-making workflows.*
- *Creating responsive UI layouts with strict attention to typography scale, spacing systems, grids, and clear calls to action (CTA).*
- *Collaborating directly with clients and front-end developers to align design decisions with business goals and technical feasibility.*

Plantify Mobile Application | UX/UI Designer — End-to-End Case Study

Timeline: Jan 2026 – Apr 2026 | Case Study: <https://link.zoeasadi.com/plantify>

- *Designed a plant care mobile application to help users track watering schedules, monitor plant health, and build consistent habits.*
- *Conducted initial user research with 18 survey participants and executed usability testing sessions with 5–8 users to identify workflow pain points.*
- *Developed comprehensive user flows, wireframes, high-fidelity UI screens, and a mobile-first design system using Figma components.*
- *Iterated interface designs based on testing metrics to improve navigation speed, call-to-action visibility, and onboarding steps.*

Hevywave Music Discovery App | UI Designer — Mobile Interface & Component Design

Timeline: Mar 2026 – Apr 2026 | Case Study: <https://link.zoeasadi.com/hevy-wave>

- *Designed high-fidelity mobile UI screens for a local music and event discovery application focused on browsing gig schedules and artist details.*
- *Built a reusable Figma component library with variants to apply consistent typography styles, spacing tokens, and mobile layout patterns.*
- *Created interactive, mid-fidelity prototypes to test key event discovery and ticket-detail user pathways.*
- *Focused on UI polish, micro-interactions, entertainment-focused visual branding, and mobile accessibility foundations.*

Freelance Visual Designer | Selected Clients: Low Key High Entertainment, DO Productions, Blind Pig Studios

Timeline: 2021 – 2025

- *Collaborated with cross-functional creative teams to build visual design solutions across web, entertainment, and digital marketing projects.*
 - *Translated complex creative briefs into clear visual concepts tailored specifically to target audience behaviors and campaign goals.*
 - *Created structured visual assets, promotional layouts, and presentation decks while maintaining complete brand consistency.*
 - *Managed tight feedback loops with multi-disciplinary stakeholders to adapt design deliverables within fast production schedules.*
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CERTIFICATES

[Google UX Design Professional Certificate | Coursera](#)

- Covered UX foundations, user research, wireframing, low-fidelity and high-fidelity prototyping, usability testing, and cross-platform UI design.

[Professional Figma UI/UX Design | Skillshare](#)

- Covered auto layout, grids, component properties, variants, prototyping animations, typography systems, variables, and developer handoff.
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EDUCATION

- Bachelor of Computer Engineering – Hamedan University of Technology
- Bachelor of Fine Arts (BFA) – Art University of Isfahan