

Zeinab Heidari

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Personal Profile

Passionate and detail-oriented UX/UI Designer with a background in biomedical engineering. I bring empathy, problem-solving skills, and a user-centred mindset to my design process. Currently seeking a junior role to grow and contribute to meaningful digital products. Eager to contribute to the end-to-end product design journey and help shape user-centred solutions in an established business.

Key Skills

- UX: User research, user flows, personas, wireframes, usability testing
 - UI: Responsive design, visual hierarchy, typography, colour systems, UI kits
 - Tools: Figma, Maze, AI tools, Canva, Google Forms
 - Soft skills: Communication, teamwork, adaptability, problem-solving
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Work Experience - UX & UI Designer

Persian Language App (Startup) Sep 25 - present

Supported a startup project in its early discovery phase, focused on a language learning platform for second-generation Persian speakers in Germany. I contribute to early design ideas and work closely with the Product Owner in regular meetings to understand user needs and help shape the direction of the product.

Flower Shop Website Redesign ([Case Study](#)) Sep 24 - Jan 25

Redesigned an e-commerce flower shop website to improve usability and visual design. I started with research and heuristic evaluation to identify user problems, then created personas, user journeys, and flows. I designed wireframes and interactive prototypes and improved them through user testing to create a smoother and more engaging shopping experience.

Kiddo – Second-hand Kids Marketplace ([Case Study](#)) June 24 - Sep 24

Designed a UK-based marketplace for pre-loved children's products. I conducted user interviews and competitor research to understand user needs and structure the platform. I created personas, site maps,

and user flows, and designed a full UI kit and wireframes in Figma. I improved the design through usability testing and delivered a high-fidelity prototype.

Other Work Experience

CHEF – Cafe Viuna Jan 26 - present

Prepared and cooked fresh food dishes in a fast-paced kitchen environment, ensuring high culinary standards, kitchen hygiene, and efficient order management under pressure.

ENERGY ADVICE CHAMPION (Volunteer) – Caritas Sep 25 - present

I provide advice on energy use and financial support to clients from different backgrounds. I explain complex information in a simple way so users can understand their options. This role has strengthened my empathy, communication, and ability to understand different user needs.

TEAM MEMBER – Taylors Fish & Chip Shop Jan 25 - Dec 25

I worked in a busy, fast-paced environment where I handled multiple tasks and maintained high customer service standards. I communicated clearly with team members and customers to ensure smooth service and efficient operations under pressure.

Consular Department Employee – Afghanistan Embassy, Greece 2018 – 2019

I provided support for visa, passport, and legal services. I handled sensitive documents carefully and ensured absolute accuracy and confidentiality. I also assisted clients with their enquiries professionally and respectfully in a high-stakes environment.

Biomedical Engineer - Javadel Aemme Heart Hospital, Iran 2017 – 2018

I maintained and repaired medical equipment in a hospital environment. I diagnosed technical issues, supported equipment safety, and ensured all machines met the required standards for patient care and operational safety.

Education

UX/UI Design – **Nexaland**

GCSE Math (Grade 5) & English (Grade 4) – **Bury College**

BEng Biomedical Engineer – **Imam Reza International University, Iran**
