



PARNIYA SAEEDZADEH

Product Designer
Utrecht, The Netherlands

 Parniyasz1@gmail.com

 Parniyasz.com/

 LinkedIn.com/in/parniyasz

 +31639477738

SUMMARY

Multidisciplinary product designer with an academic background in software engineering and **8+ years'** experience in different international companies, working across several cross-functional teams, **with a strong focus on user-centric research.**

I design with purpose—leveraging deep user insights to create **accessible** experiences that drive real impact. From boosting mobile adoption and retention in **B2B SaaS MarTech** apps to reducing drop-off and increasing onboarding completion rates in **B2C TravelTech** platforms, I focus on clarity, usability, and function to drive business growth.

I'm currently based in the Netherlands, living with my Dutch partner and actively studying Dutch language at Volksuniversiteit. **I do NOT require visa sponsorship for employment.**

WORK EXPERIENCE

UBERALL (*Amsterdam, The Netherlands*)

APR 2023 - Present

Product Designer

- Led one of the **largest AI projects**, achieving a key milestone by improving the **web app's desktop experience, retaining nearly churned partners**, and securing **\$500K in signed contracts**.
- Led 15+ projects and strategic initiatives for a **complex B2B SaaS** marketing platform, leading the design and enhancing UX across 4 squads ("Location Hub", "Social", "Locator" and "Mobile app" products) through **100+ usability and A/B tests**, consistently achieving **SUS scores above 70**.
- Improved "Locator's" **accessibility**, the only B2C product within the web platform, by revamping design system **components** with **WCAG-compliant** patterns, reducing inconsistencies resulted in **reduced user friction** and consistent positive feedback on usability.
- Initiated and launched the mobile app **design system**, with **reusable components** and **documented** usage patterns, collaborating with **engineers** and **cutting** development **story points by 50%**.
- Increased **mobile app adoption by 37%** and user **retention by 19.7%** on a **+100,000 users** platform in two years by simplifying navigation, redesigning the Publisher, Unified Inbox and optimizing the experience to cater to both single and multi-location managers, all informed by user and competitive analysis research and behavioral analytics.
- Facilitated **design sprints** and **collaborative workshops** with designers, engineers, and stakeholders to enhance collaboration and growth.
- Led and executed a **research study** to define mobile **user persona**, using interviews, segmentation analysis, and journey mapping to inform product roadmap, enabling **tailored user flows**, resulting in clearer prioritization, enhanced feature relevance, and increased user engagement.

LOKAFY (*Toronto, Canada*) - *Remote from Milan, Italy*

OCT 2020 - MAR 2023

UI/UX Designer

- **Led end-to-end UX design** for 3 key user journeys on Lokafy's B2C travel platform—including the Lokafyer booking flow, onboarding, and dashboard—**designing 200+ responsive artboards in Figma** across desktop and mobile. Iterated based on feedback to improve usability, align with business and tech constraints, and streamline development handoffs.
- Ran 3 rounds of targeted **usability testing**, **10+ user interviews** and analyzed **Hotjar heat-maps**, and **survey results** to uncover pain points and improve Lokafyer's (Locals) **onboarding** experience, resulting in **increasing completion rate by 31.4%** and **cutting support tickets by almost 25%**.
- Translated **user and competitor research** into actionable design decisions for the Lokafyer's **booking flow**, **reduced manual coordination by 70%** and improved team-client **communication**.
- Redesigned Lokafyer's **dashboard** which **increased user satisfaction by 35%** (based on survey) and a **16.7% boost in daily active usage** (based on Google Analytics), driven by UI enhancements, simplified navigation, and continuous feedback loops with stakeholders.

PRODUCT FACTORY (Tehran, Iran)

FEB 2019 - SEP 2020

UI/UX Designer

- Ran **30+ discovery interviews** and **+15 usability tests** with high-fidelity prototypes, turning insights into actionable improvements for ListeMan(the to-do-list mobile app) that led to **80% onboarding completion** rate within the **first week** of launch, showing high clarity and ease of first use
- **Conducted competitive analysis** of 10+ similar apps to identify market gaps and define a unique value proposition which contributed to achieving **product-market fit** and helped reach **13K+ downloads** on Café Bazaar(Iranian app store) within the first 3 months.
- Led **workshops** and **stakeholder interviews** to create user stories, personas, and journey maps, aligning design with business goals that contributed to **positive user feedback**, highlighting the app's **simplicity, visual calmness, and speed**.

PELAKINO DEPARTMENT (Tehran, Iran)

FEB 2017 - JAN 2019

Digital Product and Creative Designer

- Conceptualized and designed 200+ original **icons** and illustrations using Adobe Illustrator; these were incorporated into marketing campaigns and product interfaces, enhancing brand recognition by **15%**.
- Created & visualized **100+ artboards** with **sketches, low and high-fidelity wireframes** to support **UI/UX development**.
- Contributed to a **24.6% increase in user growth** over two years by improving onboarding usability for the desktop platform, and supporting visually compelling marketing assets in collaboration with cross-functional teams.

ATTAR INSTITUTE (Tehran, Iran)

FEB 2015 - JAN 2017

English Teacher

EDUCATION

POLITECNICO DI MILANO (Milan, Italy)

Master of science in Telecommunication Engineering (equivalent to Master of Science in Computer Science in NL)

ALZAHRA UNIVERSITY OF TEHRAN (Tehran, Iran)

Bachelor of science in Computer Engineering - IT Engineering

SKILLS

Design Expertise: Workshop Facilitation - Fast & Advanced prototyping - Wireframing - Usability Testing - Accessibility (WCAG) - Inclusive Design - Interaction Design - Agile Methodologies

Design Tools: Figma - Adobe XD - Adobe Suite - Zeplin - Miro - Whimsical

Front-end Development Skills: HTML 5 - CSS 3 - Bootstrap - Java script - JQuery

Data Analysis Tools: HotJar - UXCam - Google Analytics - Heap - Pendo - Dovetail - Maze

Soft Skills: Cross-Functional Relationship - Stakeholder Management - Presentation - Analytical Thinker

Task Management & Documentation: Jira - ClickUp - Confluences - Zeroheight

LANGUAGES

Persian: Native

English: Fluent

Dutch: A2 (studying toward B1)

Italian: Basic

CERTIFICATES

Certification of Participation (UXLx: User Experience Lisbon) - May 2024

Design Accessibility (Uxcel) - Jan 2024

Verified Designer Assessment (Uxcel) - Feb 2023

UX Deep Dive: Analyzing Data (LinkedIn) - Jan 2023

Design Thinking: Testing and Refining (LinkedIn) - Jan 2023

Figma: Handing off to Developers (LinkedIn) - Jan 2023