

Gandom Sadidi
UI/UX Designer

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Portfolio: <https://gandomsadidi.framer.website/>

Summary

UI/UX Designer with **4+ years of experience** designing **B2C web and mobile apps**. Skilled at **user research, prototyping, and design systems**, to build **seamless user experiences** to maximize **engagement and usability**. Produces excellent **cross-functional collaboration, problem definition, and Agile frameworks** to deliver **high-impact results**. Powered by **end-to-end project ownership, clear communications, and quantifiable results**.

Work Experience

Hexaverse | Toronto - Remote ([Ucube.app](https://ucube.app))

Feb 2025 - Jun 2025

- Designed **multiple AI-powered tools** (**Text-to-Video, Text-to-GIF, Audio Cloning, ...**)
- **UX research** that improved beta user engagement by 30%
- Created intuitive user flows, Collaborated cross-functionally to develop user-friendly user flows
- Used Midjourney & Leonardo to boost visual iteration speed by 40% and UI quality

GenieInk | England - Remote (app.genieink.co)

Oct 2024 - Feb 2025

- I was responsible for designing three dashboards:.
- **Student Dashboard** An engaging and interactive learning space.
- **Teacher Dashboard** A professional tool for managing classes, assignments, and progress tracking
- **Parent Dashboard** A simplified section for monitoring their child's performance)
- Created **wireframes, mockups, and prototypes** to communicate design concepts effectively.

Orash | Iran - Contract

Dec 2023 - Sep 2024

- Designed the **main landing page** to introduce the product and attract potential clients
- Created several **internal dashboards** for end-users
- Prepared a **custom Design System** and complete set of UI components for for each section of the platform **aligned with the developer** team's library and technical needs
- Designed two **specialized dashboards** related to the "Orash Integrated Financial System"

I.Vision | Tehran - Contract

Oct 2022 – Oct 2023

- Redesign of Irasane **website redesign**, improving navigation.
- Extensive in-depth **user research** and **wireframing**.
- Designed **admin and user dashboards**, improving platform management and less support tickets

- Designed a scalable **B2B,ERP web application** with modules for inventory, sales, purchase, and accounting management.
- Created a seamless mega menu structure to support efficient navigation across complex workflows.
- **Collaborated** directly with the frontend team and CEO to align user needs with business goals.
- Balanced hands-on UI/UX work with leadership responsibilities in a fast-paced, agile environment.
- Overhauled **unintuitive applications**, improving **task efficiency by 40%** and user satisfaction.
- Implemented **UX strategies** that realized a **15% sales boost through**, aligning business objectives with design.
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Artoan | Mashhad - Project

Dec 2020 - Feb 2021

- Carried out **user interviews** with over **50+ participants**, enhancing user empathy as well as design precision.
- Created a **data-driven UX strategy** for the **Artoan website**, boosting engagement rates.

Skills

- User Experience (UX) & User Interface (UI) | research, crafting clear user flows / thrive in cross-functional teams / time management / remote collaboration / focus on clear problem definition / effective teamwork / continuous growth through feedback
- B2B & B2C Application Design
- Prototyping, Wireframing & User Flows
- Design Systems & Tokens
- Icon Design & Visual Design
- Responsive Web & Mobile Design
- Agile & Scrum Methodologies
- Tools: Figma, Jira, Slack, Adobe Photoshop, Adobe Illustrator, Notion

Education & Training

- **Master of E-Commerce/Electronic Commerce**, Dokuz Eylul University – 2024- Present
- **Bachelor in Tourism Management**, Jahad University – Mashhad, Iran (2018 – 2022)
- **Associate in Computer Science**, Sadjad University (2012 – 2017)

Languages

- **Persian** (Native), **English** (Upper Intermediate) and **German** (Elementary)