



Maryam Mehrizi

UX Designer · Platform & Marketplace Design · B2B & Consumer Products

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8 years designing two-sided platforms, partner integrations, and consumer-facing products across marketplaces, fintech, and enterprise SaaS. I lead discovery independently, push back on briefs when research contradicts them, and have changed roadmap direction more than once by making the right thing undeniably clear. Co-founded a marketplace that scaled to 200+ partners and was later acquired.

EXPERIENCE

Senior Product Designer · [Cyclomedia](#)

May 2024 – Present

Leading UX for Street Smart X, enterprise platform used by 50,000+ government and infrastructure professionals. Designing for experts making high-stakes decisions under time pressure.

- Challenged the original brief after 50+ user interviews: Reframed a UI refresh as a full interaction architecture redesign. Research synthesis **adopted by PMs as the strategic foundation** for the platform's most significant re-architecture.
- Identified **35% task drop-off** in the Cross Section tool, diagnosed a broken mental model, redesigned the interaction: 25% fewer drop-offs, 20% better task success.
- Elevation tool: users consistently missed the main control in testing, redesigned around predictability and real-time feedback: **33% improvement in task success**.
- Built design system from zero: Design tokens, WCAG standards. Adopted across **4 teams**, cutting rework by 35%.
- Used Figma Make and Cursor throughout, faster prototyping, more options explored, fewer back-and-forth cycles with engineering.

Product Designer · [Freelance](#)

Jan 2023 – May 2024

Three engagements across enterprise B2B software, hardware/software, and consumer fintech.

- **KPN Flex & Boost**: redesigned a rule-heavy corporate benefits platform into a guided step-by-step experience. **Task completion 11→19/22**; error rate and support escalations dropped significantly after launch.
- **Profoto**: designed iOS companion app: 12 screens mapping hardware controls to mobile. Ran A/B testing on upload flow to validate interaction approach before engineering handoff.
- **FinGuru**: led 0-to-1 consumer fintech app from discovery to validated prototype. Designed the full retention loop, goal-setting, progress tracking, reward mechanics, for daily habit formation. Validated with real users: **NPS 9.5/10**, 80% task completion rate.

UX Consultant · [Yes!Delft Incubator](#)

Feb 2021 – Jan 2023

Embedded consultant at one of Europe's leading deeptech incubators, B2B and consumer-facing ventures.

- Research framework for Impact Lab (Erasmus University × Yes!Delft) secured their first enterprise client within 3 months.
- Led discovery from scratch across 3 venture, both B2B and consumer-facing products. Ran interviews, field studies, and usability tests; defined information architecture and user flows at pre-product stage.

Co-founder & Lead Product Designer · [Tea Sar](#) · [Acquired](#)

Feb 2018 – Feb 2021

Co-founded a two-sided marketplace connecting independent sellers with buyers — scaled to 200+ active partners.

- Designed both sides simultaneously. Seller onboarding: reduced entry fields from 14 to 5, completion below 50% → **65%**, **time-to-complete down 30%**.
- Designed the buyer discovery and trust experience, traceability features, origin signals, and social proof that helped buyers choose with confidence. Compliant seller listings consistently outperformed generic ones in conversion.
- Managed the tension between seller needs and buyer experience throughout, every product decision had to work for both sides or it didn't ship.

SKILLS & TOOLS

Design: End-to-End UX · Interaction Design · Prototyping · Information Architecture · WCAG · Design Systems

Research: User Interviews · Usability Testing · Jobs to Be Done (JTBD) · A/B Testing · Quantitative & Qualitative Data

AI & Tools: Figma · Figma Make · Cursor · Claude · Amplitude · Framer · Hotjar · HTML · CSS

Platform: Two-sided Marketplaces · Partner Integrations · Consumer Products · B2B SaaS · Global Cross-functional Teams

EDUCATION

Master of Architecture — Building Technology · [Delft University of Technology](#) 2020 – 2022

Thesis: ML-based platform predicting occupant visual comfort — data-driven spatial systems combining ML models with human-centred design.