



Farzaneh Salehi

Product Designer

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Profile

Product Designer combining UX, product strategy, and AI-assisted workflows with extensive experience in healthcare, B2B SaaS, and public-sector. My work has **improved usability scores by 28%**, **reduced time on task by 21%**, and moved a health-tech MVP from **Figma to soft launch in 3 months**. I do my best work in teams where decisions are guided by evidence rather than assumptions.

Experience

Product Designer | [DSS](#) / Municipality of Amsterdam

Feb 2026 – Jul 2026 | Amsterdam, NL

- Designed **service flows** for a legal-tech transparency project within an **Agile/Scrum** team, translating complex benefit processes into **co-creation** activities for **legal stakeholders**.

Founding Designer | [Allerly](#)

Sep 2025 – Jan 2026 | Amsterdam, NL | Early-stage startup

- Worked on a health-tech MVP across **product design, strategy** and **AI-assisted development**, delivering 5 core flows from **Figma to soft launch in 3 months** using Claude Code.

Product Designer | [Digital Life](#)

Apr 2023 – Jan 2025 | Amsterdam, NL | International research group

- End-to-end design** of applications used by **400+** researchers across Europe.
- Improved usability** of two healthcare platforms, **28% increase in SUS scores**.
- Simplified onboarding, **cutting time on task by 21%** and improving activation.
- Built a WCAG compliant **component library** in Figma.

Product Designer | [NHS](#)

Feb 2023 – Jun 2023 | Amsterdam, NL | Dashboard design

- Co-designed a **real-time dashboard** that was **selected for an NHS pilot** run in London.
- Reached **80% approval** in acceptance tests in 3 months, helping the **market validation**.
- Helped define a clear product direction by **uncovering workflow barriers** between stakeholders.

UX Researcher & Designer | [Testady](#)

Apr 2021 – Aug 2022 | Remote | SaaS, UX agency

- **Owned design** for a client reporting tool, resolving data fragmentation challenges.
- **Redesigned reporting panel**, reducing information retrieval time and support tickets.
- **Conducted usability studies** across 7+ industries (banking, hospitality, ed-tech, e-health), producing actionable insights that **accelerated delivery cycles**.

Education

Master of Science (M.Sc.) in Digital Design | [Amsterdam University of Applied Sciences](#)

Bachelor's degree in Architectural Engineering

Skills

English (Full Proficiency C1)	Figma (Site/Make)	HTML
Dutch (A2)	Claude (Code/Cowor	CSS
Persian (Native)	Lovable	p5.js

Volunteering

[Friends of Figma Amsterdam](#) | Facilitator & Web Designer | Sep 2025 – Present