

# Elena Aghandeh

## UI/UX Designer

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### ABOUT ME

Senior Product Designer with 4+ years of experience crafting user-centered digital products across SaaS platforms, mobile experiences, websites, and interactive dashboards. I transform complex user problems into scalable solutions through UX research, interaction design, design systems, and data-informed decisions. Partnering with product managers, engineers, and stakeholders, I create experiences that improve usability, engagement, and measurable business outcomes.

### EXPERTISE

|        |                |                  |                  |                  |               |                 |                           |
|--------|----------------|------------------|------------------|------------------|---------------|-----------------|---------------------------|
| SKILLS | • UI/UX Design | • Product Design | • Logo Design    | • User Research  | • Wireframing | • Accessibility | • Usability Testing       |
|        | • 3D & Motion  | • Branding       | • Design Systems | • Html/Css Basic | • Prototyping | • Agile / Scrum | • Interaction Design      |
| TOOLS  | • Figma        | • Framer         | • Blender        | • After Effects  | • FigJam      | • Miro          | • Photoshop & Illustrator |

### EXPERIENCE

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| UI/UX Designer — Freelance                                                                                                                                                                                                                                                                                                                                              | Oct 2022 – Present |
| • <a href="#">Mac Folio</a> - Aesthetic portfolio website template in framer. <ul style="list-style-type: none"><li>Designed a responsive portfolio website following modern UX/UI principles.</li><li>Built reusable components and layouts, improving consistency by 93%.</li><li>Conducted usability testing with 28 users and iterated based on feedback.</li></ul> | Jun 2026           |
| • <a href="#">Sofa Deco</a> - Modern furniture and decor for every home. <ul style="list-style-type: none"><li>Designed e-commerce experience focused on product discovery and usability.</li><li>Created high-converting pages and streamlined checkout flow.</li><li>Improved user engagement and conversion rate by 77%.</li></ul>                                   | May 2025           |
| • <a href="#">Pure air</a> - Cleaner air for a healthier lifestyle. <ul style="list-style-type: none"><li>Designed a modern, trustworthy interface for an air quality solutions brand.</li><li>Simplified complex information and improved user understanding by 78%.</li></ul>                                                                                         | Jan 2025           |
| • <a href="#">Vista</a> - Online pet health clinic. <ul style="list-style-type: none"><li>Designed end-to-end web experience for pet health services.</li><li>Created clear user flows for booking, consultations, and payments.</li><li>Improved task completion rate by 63% through UX optimizations.</li></ul>                                                       | Aug 2024           |
| • <a href="#">Tech Plus</a> - Latest electronics, gaming gear, and gadgets. <ul style="list-style-type: none"><li>Designed e-commerce UI with focus on usability.</li><li>Implemented advanced filtering and search for better product discovery.</li><li>Increased average order value by 66%.</li></ul>                                                               | Apr 2024           |
| • <a href="#">Brand Pro</a> - Create a powerful and memorable brand. <ul style="list-style-type: none"><li>Developed brand identity including logo, color palette, and guidelines.</li><li>Designed marketing materials and digital assets for multi-channel use.</li><li>Strengthened brand recognition and consistency across platforms.</li></ul>                    | Nov 2023           |
| • <a href="#">Aroya</a> - Interior design studio. <ul style="list-style-type: none"><li>Increased client inquiries by 33%.</li></ul>                                                                                                                                                                                                                                    | Jul 2023           |
| • <a href="#">Noir</a> - Smart AI support for growing businesses. <ul style="list-style-type: none"><li>Designed landing page and dashboard UI for an AI-powered platform.</li><li>Simplified complex AI features for better user adoption.</li><li>Improved onboarding completion rate by 44%.</li></ul>                                                               | Feb 2023           |
|                                                                                                                                                                                                                                                                                                                                                                         | Oct 2022           |

### EDUCATION

|                                             |           |
|---------------------------------------------|-----------|
| Interaction Design — Nielsen Norman Group   | 2025      |
| Advanced UI/UX Design Course — Flux Academy | 2024      |
| Advanced UI/UX Design Course — Coursera     | 2023      |
| UI/UX Design Course — Coursera              | 2022      |
| B.Sc in Optic                               | 2021-2025 |