

NORA(MAHDIEH) MOLAEI

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Portfolio: noramolaei.framer.website/ | Authorized to work in U.S.; no sponsorship required

UI/UX DESIGNER

I turn tangled problems into thoughtful products, connecting what users need, what businesses need, and where AI can help.

- UX/UI designer experienced in turning research and early ideas into thoughtful digital experiences across web and mobile, from user flows and wireframes to high-fidelity prototypes, testing, and iteration.
- Simplified and redesigned digital learning experiences across 60+ courses, creating clearer structures and reusable patterns that contributed to ~70% fewer repetitive support emails.
- Combined interaction design with user research in an IRB-approved study with 170+ participants, identifying design choices that improved engagement by 35%.

Core Competencies & Technical Skills

UX/UI Design: Information Architecture | User Flows | Interaction Design | Wireframing | High-Fidelity Prototyping | Visual Design | Responsive Design | Typography | Visual Hierarchy | Design Systems | Components & Variables | Accessibility (WCAG)

Research & Testing: User Interviews | Surveys | Usability Testing | A/B Testing | Competitive Analysis | Research Synthesis | IRB Research Protocols

Tools & Technical: Figma | Adobe Creative Cloud | Framer | FigJam | Miro | Qualtrics | Jira | Google Analytics | HTML/CSS | Claude Code | Cursor | Replit | DaVinci Resolve | ComfyUI | Kling AI | ElevenLabs

Professional Experience

FOODI – Mystic, CT

Founder & Product Designer

11/2022 – 06/2026

- Identified an opportunity to connect local grocery deals with affordable, diet-aligned meal planning through 40+ surveys, 10 user interviews, and competitive research.
- Defined the MVP for an AI-powered grocery-planning mobile app, combining grocery discounts with users' budgets, dietary needs, and preferences to generate personalized meal recommendations.
- Designed the end-to-end mobile experience in Figma, including information architecture, user flows, wireframes, reusable components, and high-fidelity interactive prototypes.
- Validated the concept through a concierge test with 10 prospective users; 8 used at least one personalized recommendation, and their feedback informed the next iteration.
- Presented FOODI's concept and interactive prototype at Drexel's Startup Fest Pitch Competition, winning Round 1 in 2023 and 2024.

DREXEL UNIVERSITY, MUSEUM OF THE AMERICAN REVOLUTION – Philadelphia, PA

UX Researcher & Experience Designer, AI Storytelling

11/2024 – 02/2026

- Designed and iterated 10+ AI-enhanced portrait storytelling concepts, combining motion, visual design, narration, and interaction concepts to create engaging digital experiences for museum visitors.
- Produced variations in animation, colorization, narration, music, and video length using ComfyUI, Kling AI, ElevenLabs, Topaz Photo AI, and DaVinci Resolve, including lip-sync, captions, and on-screen text.
- Designed and ran an IRB-approved mixed-methods study with 170 participants across online and in-museum phases to identify which AI-enhanced treatments increased engagement while maintaining trust, historical authenticity, and museum appropriateness.
- Synthesized qualitative and quantitative findings to select four concepts for in-museum testing; found that a 10-second animated portrait with first-person narration increased engagement by ~35% versus the original.
- Collaborated with museum stakeholders and my Drexel advisor throughout the project, incorporating feedback on historical authenticity, visitor experience, and the appropriate use of AI.

DREXEL UNIVERSITY, CLOSE SCHOOL OF ENTREPRENEURSHIP – Philadelphia, PA**UX Designer & Research Analyst, Digital Learning**

04/2024 – 05/2025

- Reviewed 60+ digital learning experiences across Blackboard Learn and Canvas, using student feedback, faculty interviews, and usability reviews to identify issues in navigation, information architecture, accessibility, and content organization.
- Created shared course structure that included reusable templates and guidelines; faculty reported roughly 70% fewer student emails about finding content and navigating courses.
- Cleaned, organized, and analyzed OEXR research data in Excel for a multi-institution study led by EDUCAUSE, a higher-education technology association, exploring user needs for an Open Educational XR Library.
- Researched the pharmaceutical market and mapped key stakeholders to inform curriculum development for the Innovara Transformational MSL Certificate Program, launched by Drexel's Close School of Entrepreneurship in partnership with Innovara.

DREXEL UNIVERSITY, WESTPHAL COLLEGE OF MEDIA ARTS & DESIGN – Philadelphia, PA**UX & Learning Experience Designer**

02/2024 – 09/2025

- Created wireframes and early screen concepts in Miro for an educational sustainability game, incorporating feedback from design reviews; the game was implemented in Westphal product design courses.
- Partnered with the UXID Program Director to design instructional materials for 30 class sessions across UX Design I & II and UI Design I & II, including presentations, instructor guides, exercises, and assignments used across course sections.
- Built an end-to-end Figma tutorial series covering UI design fundamentals, Auto Layout, reusable components, design systems, prototyping, and interaction design.

VITANA COMPANY**UX Designer & Brand Strategist**

04/2021 – 11/2022

- Led a four-person team researching Madar Biscuit's audience and market, benchmarking 15+ animation and entertainment companies and analyzing 100 top-grossing animated films to identify opportunities for a new brand character.
- Used the research to define the character's personality, values, storytelling role, and opportunities to extend it across animation, books, merchandising, and future products.
- Presented the direction to Vitana leadership and worked with marketing, design, and animation teams to turn the research into a final character brief for visual development.

CONSULTING**Freelance Product & Brand Designer**

11/2018 – 12/2023

Assisted 40+ clients with development of brand identity, packaging, social media, websites, and campaign design, driving projects from early briefs through concept development and final delivery.

- Designed a barbershop's brand and first website from the ground up, including its logo, business cards, interior color direction, and online booking system; within six months, ~45% of appointments were booked online and the business expanded its team by two employees.
- Built Auto Key's brand from the ground up, from its logo and storefront signage to its first website and online store, which now generates approximately 20% of the business's revenue.

ALZAHRA UNIVERSITY**UX/UI Design Instructor**

05/2021 – 11/2022

Teaching Assistant

01/2020 – 11/2022

Education and Professional Development

DREXEL UNIVERSITY – Philadelphia, PA**Master of Science (MS) in Digital Media, GPA: 3.92**

12/2025

ALZAHRA UNIVERSITY**Bachelor of Science (BS) in Industrial Design**

11/2022

Udemy, User Interface Design

04/2020