



PARDIS SEFIDKAR

Product Designer

Hey there, I'm Pardis, a Product designer with a passion for crafting exceptional digital experiences. My approach blends design thinking with hands-on expertise in user interface design, prototyping, and product development. I thrive in collaborative team settings, leveraging tools like Figma to bring ideas to life efficiently. With a keen eye for detail and a commitment to user-centric design, I excel in my role by creating intuitive interfaces and advocating for the importance of design systems.

CONTACT



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COURSES

- Introduction to UX design
Coursera 2021
Georgia Institute of Technology
- Innovation through design
Coursera 2021
Georgia Institute of Technology
- Product design (Advanced)
Rahnama College 2020

EDUCATION

- Diploma of Graphic Design
Honarhaye Ziba Art school 2012-2009
- Bachelor of Industrial Design
Alzahra University 2012-2017
- Master of Industrial Design
Alzahra University 2019-2022

EXPERIENCE

● Product Designer

Ulfat E-Commerce Dev (Zanjire Tamin)

Jul 2023 - Dec 2024

My most recent professional experience in supply chain management as a product designer and design leader involved overseeing the end-to-end design process for three products collectively known as "Supply Chain." This suite includes three interconnected platforms designed to streamline and simplify the journey for users and stakeholders alike. In my role as a design leader, I guided my team through benchmarking, generating ideas during collaborative business sessions, wire-framing, designing the product, and ensuring a seamless handoff to developers. This leadership extended to another logistics project, where I spearheaded the design of an admin panel and a mobile application for drivers. I took responsibility for aligning the design process with business objectives, fostering innovation, and delivering solutions that are both intuitive and effective. My approach ensured that the design efforts were cohesive, user-centric, and aligned with technical and strategic goals. This leadership role not only strengthened my ability to manage complex projects but also emphasized my commitment to excellence in every stage of the design journey.

● UI-UX & Website Designer

Pergas Teb Holding

Jul 2022 - Jul 2023

As a UI/UX Designer at a leading skincare products holding company, I was responsible for improving the digital presence and optimizing the user experience across various brand websites and landing pages within the digital marketing department. Additionally, I designed comprehensive high-fidelity wireframes for an online store associated with the holding, called "Rooye Mah."

TECHNICAL SKILLS

Journey mapping, Usability testing, Wire-framing, Design System, Prototyping, UX research, Persona, Userflow, Responsive design, Color theory, Accessibility design

INTERPERSONAL SKILLS

Teamwork, Critical thinking, Problem solving, Design thinking, Responsibility, Time management, Detail oriented



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TOOLS

- Figma
- FigJam
- Adobe XD
- Sketch
- Miro
- Jira
- Plane
- Click-up
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- CorelDraw
- Rhinoceros
- Grasshopper
- Matrix
- Keyshot

ACHIEVEMENTS

- European Product Design Award
Team winner of lighting design 2020
- Tehran Jewelry Design Week
Team representation design 2017
- Provincial Calligraphy Contest
Second place in contest 2010

ADDITIONAL EXPERIENCES

- Designer & Leather Specialist
Chitra Bag & accessories May 2020 - Jan 2022
Designed and crafted unique bags and accessories for Chitra Design, an Iranian brand. Led design processes, selected materials, and ensured high-quality craftsmanship. Created five collections of bags. Collaborated with artisans to produce innovative, culturally inspired products that enhanced brand identity and market appeal.
- Product Designer
Nikdel Studio Apr 2020 - Apr 2021
Designed unique furniture and lighting for interior design projects at Nikdel Architecture Studio. Led design from concept to completion, achieving functionality and aesthetic appeal. Collaborated with architects and craftsmen to create bespoke pieces that enhanced the studio's innovative and sophisticated interior design solutions.
- Designer & Leather Specialist
Dokmeh Design Studio Oct 2017 - Nov 2020
At Dokmeh Design Studio, I focused on designing a collection of leather accessories. My role involved selecting premium leather and mastering crafting techniques to produce high-quality, durable items. I worked closely with the team to develop unique, stylish pieces that reflected the studio's creative vision.
- Product Designer
Rena Design Studio Oct 2016 - Oct 2017
At Rena Design Studio, a renowned brand in architecture, I embarked on my journey in industrial design. I gained extensive experience designing a diverse range of products, including furniture, industrial equipment, and jewelry. This role honed my skills in blending functionality with aesthetic appeal, and taught me the importance of innovative design solutions. Working alongside seasoned professionals, I developed a keen eye for detail and a deep understanding of design principles, which have been invaluable in my career.