

Elham Sepehrjou

UI/UX Designer | Product Designer

US Permanent Resident (Green card holder)

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SUMMARY

UX/UI Designer with several years of experience creating user-centered digital products, backed by 5+ years in 3D animation, AR/VR, and visualization. Skilled in Figma, Unreal Engine, Blender, and Adobe tools to design intuitive, accessible, and visually engaging interfaces. Experienced in user research, prototyping, usability testing, and stakeholder management, with a strong track record of collaboration in agile teams. Combines storytelling and UX to deliver impactful, data-driven solutions using emerging technologies like AR and AI. Successfully led end-to-end projects in retail, generative AI software ([Comfy](#)), and financial software ([TurboTax](#)).

SKILLS

- **Technical:** Figma, Sketch, Adobe XD, Framer, Wix, FigJam, Miro, Photoshop, After Effects, Unreal Engine (UE), Blender, Premiere, Maya, DaVinci Resolve, Perforce, A/B Testing, Front-End Knowledge (HTML, CSS, JavaScript), Adobe Creative Suite, Rhino
- **Design:** UI/UX Design, User Research, Information Architecture, Design Thinking, Data-Driven Design, User Flow, Wireframing, Prototyping, Intuitive Interaction Design, Usability Testing, Design System, Responsive Web Design, App Design, Design for Accessibility, Motion Design, Editing, Layout, 3D Animation, Lighting, Visualization, Modeling
- **Collaboration:** Agile & Scrum Methodologies, Multitasking, Asana, Slack, ShotGrid, Jira, Perforce

EXPERIENCES

UX/UI/Product Design Consultant | Sports Excitement | San Diego, CA (remote) | Aug 2024 – Present

- Designed core platform screens (dashboards, landing page, login, community feeds, and community pages) for a social educational product, creating user flows and interfaces that enhanced engagement and navigation while ensuring scalable, consistent design through collaboration with designers, developers, and stakeholders.
- Led and mentored a team of two in designing community feeds and pages, creating intuitive Lo-Fi/Hi-Fi wireframes, mockups, and interactive prototypes in Figma, which improved task completion rates by 23%.

UI/UX Designer | Product Designer | Urban Market (Personal Project) | San Diego, CA | Apr 2024 – Mar 2025

3 projects: Mobile App ([Case Study](#)) | Website ([Case Study](#)) | AR Glasses App ([Case Study](#))

- Synthesized insights from 10 customer interviews, conducted 5+ rounds of usability testing, and performed competitive audits to identify pain points and industry trends, informing 40+ ideations and prioritizing high-impact solutions.
- Designed end-to-end interfaces, user flows, sketches, wireframes, and interactive prototypes (Lo- and Hi-Fi) in Figma, along with logo, branding, design system, and motion design to enhance in-store and online grocery shopping for users of all abilities.
- Designed key screens and processes, including checkout and payment, shopping cart, multi-modal search, AI assistant chatbot, in-store cart to mobile app pairing, AR item navigation, item scanning, self-checkout, and video call pages, improving shopping efficiency by 11 minutes per visit and reducing operational costs by \$500K annually through elimination of physical checkout counters.
- Integrated AR, motion design, and AI to create hands-free, immersive experiences that expand reach among younger users (age 18–34), solve accessibility challenges, and improve in-store item lookup, demonstrating end-to-end problem solving and technical innovation.

3D Animator | Avatar Interaction Designer | Meta | Los Angeles, CA | Apr 2022 – Apr 2024

- Designed and created 3D avatar animations and poses to enhance user engagement across Horizon, Instagram, Facebook, and WhatsApp. My 'TAYA' planking sticker, achieved 125M+ impressions in two weeks and became the most viewed/received sticker of all time, promoted avatar creation and user adoption. ([Case Study](#)).
- Partnered with product design, marketing, and engineering teams, managing stakeholders' expectations and feedback to design and create user-centered animations that enhanced engagement and aligned with business goals, particularly in marketing campaigns.
- Contributed to usability testing and dogfooding for 5 new features within Horizon, Instagram, and Facebook, providing insights that influenced design iterations and improved product usability.
- Authored 7+ comprehensive tutorials to facilitate cross-functional collaboration, communicating complex concepts effectively.
- Utilized 5+ in-house tools to export and ingest animations and poses, improving efficiency in content production and integration.
- Animated 100+ cycles, dialogue shots, and refined mocap (locomotions, dances), contributing to immersive user experiences for Horizon, Editor, and other applications.

Cinematic Prototype Visualization Designer | Halon – The Third Floor – MPC – Day for Nite | Los Angeles, CA | Nov 2016 – Apr 2022

- Designed and created 200+ high-fidelity visual shots and sequence prototypes to guide movie-production workflows, streamlining decision-making and improving storytelling clarity ([Case Study](#)).
- Leveraged expertise in visual composition and storytelling to design engaging user-centered content.
- Utilized industry-standard tools such as Maya, After Effects, and Unreal Engine to create realistic animations and visual effects.
- Contributed to high-profile movies and advertisements for Disney, Netflix, Warner Bros, and Nike, boosting revenue growth and brand visibility.

EDUCATION

Certificate | Google UX Design | Coursera

MFA | 3D Animation and Visual Effects | Academy of Art University

BS | Applied Mathematics | Azad University