Elham Sepehrjou

UI/UX Designer | Product Designer
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SUMMARY

Experienced UX/UI/Product Designer delivering end-to-end design in Figma for SaaS, B2B, and B2C platforms (retail, social, AI, financial). Proven ability in translating user research, data insights, and business goals into scalable design systems, intuitive workflows, and measurable outcomes. Experienced in MVP discovery, WCAG accessibility, experimentation, and cross-functional collaboration. Augments professional work with personal projects, improving real-world products (ComfyUI, TurboTax). Comfortable owning ambiguous problem spaces and driving design quality from concept through launch, with additional depth in motion, animation, and AR/VR.

SKILLS

- **Technical:** Figma | Rive| Sketch | Adobe XD | FigJam | Miro | Adobe Creative Suite (Photoshop, After Effects, Premiere) | Rhino | ProtoPie | Framer | Wix | Front-End Knowledge (HTML, CSS, JavaScript) | Unreal Engine (UE) | Blender | Maya | ComfyUI
- **Design:** UI/UX Design | User Research | Information Architecture | User Flow | Wireframing | Prototyping | Intuitive Interaction Design | Usability Test | Design System | Responsive Web/App Design | Design for Accessibility | Motion Design | Edit | Animation | A/B Test
- **Collaboration:** Waterfall | Agile & Scrum Methodologies | Multitasking | Asana | Slack | Jira | Perforce | Stakeholder management

EXPERIENCES

UI/UX Designer | Sports Excitement (MVP – SaaS, B2B, B2C) | *San Diego, CA (Remote)* | Aug 2024 – Present
- Drove MVP discovery for LevelUp, a mentorship social marketplace, by translating user research and competitive audit into a prioritized roadmap and utilizing rapid prototyping to define core mentoring and career-service workflows.
- Enhanced and maintained a token-based WCAG-compliant design system in Figma, standardizing components across mobile and web to improve reuse and reduce design-to-engineering friction.
- Synthesized complex information architecture for data-dense dashboards and community social feeds, simplifying complex user flows to drive engagement in high-traffic modules.
- Streamlined design-to-engineering handoff by delivering precise technical specs and documentation, reducing implementation errors.
- Provided design direction and mentorship to junior staff, instituting critique frameworks and iterative prototyping, elevating visual standards, and ensuring alignment with core product vision and business KPIs.
- Reduced beta users' time-to-value by 18% by fixing onboarding friction via GA4 and usability testing.
- Partnered with a data scientist to design A/B tests on landing page variants, informing design decisions during MVP rollout.

Product Designer | Urban Market (Personal Project: End-to-End Retail Ecosystem, B2C) | *San Diego, CA* | Apr 2024 – Aug 2024
Omnichannel Suite: Mobile App (Case Study) **|** Website (Case Study) **|** AR Glass (Case Study) **|** Motion Design (View)
- Synthesized qualitative insights from generative user research (10+ interviews) and competitive analysis into a product roadmap, prioritizing high-impact AR and AI features to eliminate end-to-end retail friction points.
- Established WCAG-compliant design system, defining reusable tokens/patterns to ensure consistency across mobile/web/AR.
- Designed AR-assisted in-store navigation and mobile self-checkout flows to reduce item-finding friction and streamline checkout.
- Conceptualized a remote companion shopping feature enabling real-time audio and video collaboration between in-store and remote shoppers, designed to support accessibility for users with mobility or cognitive limitations.
- Designed immersive, hands-free AR glass interfaces using spatial UI principles and motion design to streamline in-store experience.
- Integrated conversational AI and multimodal search to accelerate item discovery and simplify list creation, reducing cognitive load.
- Conducted multiple usability tests, validating task efficiency improvements and informing iterative refinements.

3D Avatar Interaction Designer (Artist V) | Meta (Contract via Magnit) | *Los Angeles, CA* | Apr 2022 – Apr 2024
- Designed scalable interactions for customizable 3D avatars, implementing reactive logic to enhance real-time user engagement during the avatar customization flow.
- Designed and created 3D avatar animations and poses across Horizon, Instagram, Facebook, and WhatsApp; the flagship 'TAYA' sticker drove 125M+ impressions in two weeks, increasing avatar adoption (Shipped Project).
- Partnered with product design, engineering, and marketing to align avatar animations with user needs and campaign goals.
- Usability testing and dogfooding for 5 new features, identifying interaction issues and actionable iterative design improvements.
- Standardized workflows by authoring 7+ comprehensive design documents, aligning technical execution across design teams.
- Executed high-fidelity interactive assets and locomotion systems to enhance immersion within Horizon.

Visualization Animator | The Third Floor / Halon / MPC / Day for Nite | *Los Angeles, CA* | Jan 2018 – Apr 2022
- Led rapid development of high-fidelity prototypes for film sequences to support complex production workflows for enterprise clients (Disney, Netflix, Warner Bros, Nike), accelerating cross-functional alignment, executive decision-making, and brand-consistent delivery; leveraged Maya, After Effects, and Unreal Engine (Shipped Project).
- Mentored junior designers through standardized feedback and workflow guidance, improving team velocity, quality, and consistency.

EDUCATION

Certificate | *Google UX Design* | Coursera
MFA | *3D Animation and Visual Effects* | Academy of Art University
BS | *Applied Mathematics* | Azad University