

Reihaneh Savari

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[Website](#) [Linkedn](#)

Profile

Multimedia designer/ UI/UX Designer with over four years of experience designing digital products, SaaS platforms, and user-centered interfaces. I create clear, intuitive, and visually consistent experiences that connect user needs, business goals, and brand identity.

I have experience working with Figma to build wireframes, prototypes, and design system components, and I enjoy collaborating with product, engineering, and other cross-functional teams to turn complex requirements into simple and effective design solutions. My work focuses on usability, accessibility, and creating scalable interfaces that support smooth customer journeys across digital platforms.

Professional Experience

UX/UI Designer

GeoAnalysis Engineering, Kiel • Oct 2023 – Jan 2026

- Redesigned the company platform with a focus on information architecture, accessibility, and responsive design, increasing customer inquiries by 25%.
- Supported the development and maintenance of a design system in Figma, helping create more consistent UI patterns across digital touchpoints.
- Created user flows, wireframes, and high-fidelity prototypes to improve usability and simplify complex platform structures.
- Worked closely with product and engineering teams to ensure designs were feasible, clear, and implemented with quality.
- Contributed to usability improvements through internal testing and iterative design updates, helping reduce navigation time by 18%.
- Produced short motion assets and visual concepts to support product communication and digital engagement.

Web & Visual Designer

Laxmi Watch, Remote • Aug 2020 – Mar 2022

- Redesigned three e-commerce websites, improving customer journeys and navigation, leading to 30% higher interaction and a 12% increase in conversion rate.
- Conducted user interviews, A/B tests, and heatmap analysis to identify usability issues and improve purchase flows.
- Designed responsive wireframes and high-fidelity prototypes in Figma, aligning layouts with accessibility and brand consistency.
- Collaborated with marketing, product, and development teams to deliver user-friendly and visually cohesive interfaces.
- Helped create consistent interaction patterns across pages and devices to improve the overall user experience.

Web & Visual Designer

White Cherry Branding Team, Tehran • Jul 2019 – Jul 2020

- Designed responsive landing pages and website layouts for branding and marketing campaigns, improving brand perception by 25%.
- Created wireframes and visual concepts to communicate page structure, layout hierarchy, and interaction ideas.
- Developed UI assets, icons, and visual components aligned with brand guidelines and typography systems.
- Prepared design specifications and assets for developers to support consistent implementation.

Education

M.A. Illustration in Communication Design – Soore Art University

B.A. Multimedia Design (Communication Design) – Art University

Core Skills

- UX/UI & Interaction Design: Wireframing, prototyping, interface design, usability optimization
- Design Systems & Information Architecture: System setup, component maintenance, accessibility (WCAG), style guides
- User Research & Testing: Interviews, usability testing, A/B testing, journey mapping, heuristic evaluation
- Agile Collaboration: Scrum workflows, product and engineering alignment, stakeholder management
- Tools: Figma, Adobe Creative Suite, Webflow, Whimsical, basic HTML/CSS
- Visual Design: Typography, layout, motion design, brand development, storyboarding

Certificates

- Foundations of User Experience (UX) Design - Coursera (Google career)
- Start the UX Design Process: Empathize, Define, and Ideate - Coursera (Google career)
- Build Wireframes and Low-Fidelity Prototypes (Google career)
- Conduct UX Research and Test Early Concepts - Coursera (Google career)
- User Interface Design Course(Theehsanez)

Languages

German: (C1 in progress)

Persian: Native

Englisch: (C1)

Turkish: C1