Maryam Seyedi

Product Designer · UX Strategy & AI

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ABOUT ME

I'm a Product Designer with **7 years of experience in design**, specializing in digital products across EdTech, digital health, and SaaS.
I believe our job as designers is to deeply **understand problems** and find the best ways to solve them, using whatever tools we have, whether that's research, words, AI, Figma, or something entirely different. The tools are just means to an end; what matters is the **impact** we **create**.
My experience spans end-to-end **product design**, from **research** and **strategy** to **interaction design** and **design systems**. I **actively use AI** to challenge assumptions, explore possibilities, and rethink traditional design processes.

WORK EXPERIENCE

02/2026 – Present

Product Designer

Jack Westin↗ · MCAT preparation platform

- Designed and launched a centralized Calendar experience to help MCAT students manage study schedules, track assignments, and prioritize upcoming tasks, with the goal of increasing engagement and on-time completion.
- Led the redesign of the Learn page, using behavioral analytics and usability insights to identify dead clicks, navigation friction, and opportunities to improve the learning experience.

05/2023 – 05/2026

Co-Founder & Product Designer

Top Dogs · Product design studio

"Your design partner for creating differences."

- Co-founded a product design studio, delivering **12+ digital product projects** across healthcare, logistics, gaming, and EdTech.
- Led end-to-end product design, from discovery and UX strategy to MVP definition and launch, collaborating with cross-functional teams and startup founders.
- Integrated AI-assisted workflows and rapid prototyping to accelerate design exploration, test concepts, and streamline product development.

04/2023 – 09/2025

Product Designer

PolTalk↗ · Psychology-focused platform

- Identified an opportunity to increase revenue by analyzing booking patterns and recommending a **10% availability** increase for high-demand therapists, contributing to an estimated **10–15% increase in monthly sales**.
- Improved critical user journeys through UX research and design sprints, focusing on accessibility, trust, and usability in a mental health platform.
- Established the product design system and UX writing guidelines to create a consistent, intuitive experience across the platform.

WORK EXPERIENCE (CONTINUED)

12/2022 – 09/2023

Junior UI/UX Designer

Sobelz · Digital agency

- Designed **7+ digital experiences** across e-commerce, B2B platforms, and corporate websites, adapting UX strategies to different user needs and business goals.
- Translated user insights into intuitive experiences through user journey mapping, information architecture, and interaction design.

10/2019 – 10/2022

Graphic Designer

Hifood · Karboom · Hashoor Agency · Soubaan

- Developed visual identities, digital campaigns, and marketing materials for brands across HR, food, education, and marketing.
- Built a strong foundation in visual communication, branding, and storytelling before transitioning into UI/UX and product design in 2022.

DIGITAL SKILLS

Design & prototyping	Figma (UI design, components, interactive prototypes, Variables) · FigJam · Notion
Research & analytics	Microsoft Clarity · Hotjar (heatmaps, session recordings, dead-click analysis) . Posthog
AI tools	Claude · ChatGPT · Google AI Studio · Lovable (AI-assisted prototyping)

PROFESSIONAL SKILLS

Design	UX Research · Usability Testing · Interaction Design · Design Systems · Wireframing & Prototyping
Business & Strategy	Product Strategy · Business Analysis · Problem Framing · MVP Definition · Stakeholder Management
Visual	Visual Design · Typography · Visual Hierarchy · UI Consistency · Responsive Design · Brand Identity

LEADERSHIP, MENTORSHIP & COMMUNITY

Education · Ongoing

Product Design Instructor & Curriculum Designer · Rubikamp↗

- Designed and taught a **two-year product design course** for teenagers, from design thinking and UX to AI: 16+ students in year one, 12 in year two.
- Adapted the course monthly using anonymous student feedback; the design class received the **highest score** in Rubikamp's internal evaluation of its majors.

Community . Ongoing

Community Founder & Organizer · WeFrame↗ · Design learning community

- Founded and run a design community of **40+ active members**: 10+ online sessions, 4 in-person gatherings in Tehran, and 2 design challenges with industry judges.

Volunteering

Workshop Host · Karyar↗

- Led a two-day "AI in Design" workshop, exploring practical AI tools, Figma workflows, no-code platforms, and human-centered design.

Volunteering . Ongoing

Mentor · Free mentoring sessions

- Conducted **15+ one-on-one mentorship sessions**, helping aspiring designers navigate career paths, improve their portfolios, and define actionable professional development goals.