



Sepideh Azemati

Experience / Product Designer

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in LinkedIn

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🔗 Portfolio

📍 Lund, Sweden

About

I'm an Experience / Product Designer with 8+ years of experience in Product and Service Design, focused on creating user-centered, accessible, and data-driven digital products. I specialize in building scalable design systems, validating ideas through research and testing, and collaborating with cross-functional teams to align user needs, business goals, and brand impact.

Professional Experience

Product Designer, *Higersense Sweden AB*

10.2023 – present | Sweden

- Contributed to product strategy by aligning user insights with business goals, which led to 67% growth in new users within six months through gamification features tracked in Google Analytics.
- Doubled Google visibility through SEO-conscious UX design and improved accessibility, optimizing content in WordPress and monitoring results with Google Search Console.
- Created and maintained the brand's Design System, ensuring consistency across product and marketing.
- Took ownership of creative campaigns (ads, social media, paid media), producing assets in Adobe Creative Suite and original photography, while managing performance with Meta Ads Manager and Google Ads.

UX / UI Designer, *SwipeJobb AB*

05.2023 – 10.2023 | Sweden

- Redesigned the app with a user-friendly, WCAG-compliant approach, reducing onboarding drop-off by 27%.
- Validated and iterated designs through Maze prototype testing, collaborating in a 12-person cross-functional team (marketers, developers, and stakeholders) via Figma to deliver accessible, high-performing user journeys.

UX / UI Designer, *Shahid Beheshti University*

08.2019 – 04.2023

- Designed and deployed an agile elearning platform, transitioning over 1,000 professors and students to online learning during Covid19, leading to over 70% increase in remote participation.
- Developed information architecture and prototyping in Adobe XD, enhancing course navigation and learner satisfaction, combined usability testing and A/B testing to validate and refine key features.
- Conducted user research through interviews and surveys, translating employee feedback into design priorities that improved the HR dashboard and reduced task completion time by 43%.

UX Researcher, *CAFCO*

05.2017 – 06.2019

- Conducted end-to-end UX research and competitive analysis for both board games and digital games, using surveys, interviews, focus groups, and playtesting to improve engagement and guide gameplay and interface design.
- Contributed to ideation workshops with professors, psychologists, gamers, marketers, and stakeholders, bringing user insights that shaped player-centered design directions.

Education

MSc in Psychology (Human Resources Development), 2018 – 2021
Shahid Beheshti University

In my Master's thesis, I researched technologies for personalized development plans, strengthening my skills in mapping needs, structuring journeys, and aligning solutions to individual goals.

BSc in Human Science, *Farhangian University* 2015 – 2018

I designed online courses with gamification elements as student project. Also I had the opportunity exploring courses in relation to Human–Computer Interaction (HCI).

Skills

Design Tools

Figma, Google Analytics, Google Search Console, Microsoft Clarity, Maze, Adobe Creative Suit, Unity, WordPress, Webflow, and HTML

Soft Skills

Product Development, Agile Methodologies, MVP, CEO, Gamification, Photography, Collaboration, Branding, Creativity, Problem-solving, Attention to Detail, Willingness to Learn, and Flexibility

Courses

Project Management, *Google* Ongoing

Advance UI, *UXland* 06.2023

Accessibility for Web Design, *LinkedIn* 07.2022

UX Design Certificate, *Google* 11.2021

UX/UI Design, *UXland* 06.2021

Qualitative and Quantitative Research, *MPT Academy* 03.2020

Languages

English, *Fluent*

Swedish, *Limited working proficiency*

Persian, *Native*

Interests

Running, Traveling, Exploring Culture, Photography, and Painting