



Sepideh Azemati

Product Manager

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Portfolio: sepidehazemati.com

Location: Lund, Sweden

Professional Summary

With 8 years of design experience and a background in psychology and human sciences, I design for a better everyday life, creating products that people find truly useful while helping businesses grow sustainably.

Professional Experience

Product Manager, Highersense Sweden AB 10.2023 – present | Sweden

- Managed a cross-functional team of four across three studio locations, **defining each role's scope and responsibilities**, and **reporting directly to the CEO / founder**.
- Defined and executed **product strategy**, growing **first-time students by 67%** within six months through **UX, IA, onboarding, and in-studio experience improvements**.
- Supported **20% YoY revenue growth** by introducing the Prova På trial pass, restructuring the booking flow, and building community programming **across three locations**.
- Built a **scalable design system** from scratch applied across **web, social, print, and in-studio touchpoints**, driving **400% growth in social media engagement** and **doubling organic Google visibility**, monitored via Google Search Console.
- Led **creative campaign production end-to-end** — ads, social media, and paid media — producing assets and original photography.

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%**, measured through Amplitude analytics.
- Validated and iterated designs via Maze **prototype testing** and behavioral insights from Amplitude, collaborating in a **12-person cross-functional team** (marketers, developers, and stakeholders) through 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), *Shahid Beheshti University* 2018 – 2021

Explored how digital tools can support personalized development journeys in organizations. My thesis focused on mapping individual needs and designing systems that align human behavior with technology.

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

Designed and evaluated online learning modules with gamification and behavioral engagement principles, integrating insights from Human-Computer Interaction (HCI) courses.

Skills

Product

Product strategy, roadmap planning, MVP definition, agile methodologies, stakeholder alignment

Research

User interviews, surveys, usability testing, A/B testing, competitive analysis, behavioral analytics

Design

UX design, UI design, design systems, information architecture, accessibility (WCAG), branding

Tools

Figma, Adobe Creative Suite, WordPress, Elementor, Webflow, Maze, Amplitude, Unity, HTML

Analytics

Google Analytics, Google Search Console, Microsoft Clarity, Meta Ads Manager, Google Ads

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