

Ehmad Chehrghani | Portfolio: ehmads.com

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UX/Product Designer using data-driven methods

I use Design Thinking as my primary method for user-centered design.

Validating design decisions based on **data-driven decision making allows me to bridge user needs and business requirements.** Hands-on experience in entrepreneurial projects has taught me how to see users as collaborators rather than passive observers. In the end, I would like to create digital experiences that connect logic with empathy, structure with creativity, and systems with storytelling.

Skills

UI/UX

Design Thinking | End-to-End Design | Insight-driven Method | User Research |
UX Writing | Accessibility Guidelines | Wireframing |
Lo-fi & Hi-fi Prototyping | User Tests

Visual Design

Visual Hierarchy | Visual Consistency | Responsive Design |
Material Design (Basic) | Developing Component Library |
Micro-interaction Design

Tools & Methods

Figma | HTML/CSS (basic) | Adobe Creative Cloud (Ps, Ai, Ae) | Webflow | Miro
| AI Assistant | Journey Mapping | Experience Mapping | Service Blueprints |
Feedback-driven Design

Soft Skills

Strategic Thinking | Feedback-Driven | Cross-functional Teamwork |
Continuous Learning | Entrepreneurial Mindset

Language

English (C1) | German (B1 - actively improving) | Arabic (A1) | Persian (Native)

Education

- 08/2025 **Create High-Fidelity Designs and Prototypes in Figma** | Google-Coursera, online
- 07/2021 **User Experience Design** | Interaction Design Foundation, online
- 11/2020 – 05/2023 **Master of Arts in Expanded Media | Hochschule Darmstadt, Germany**
Key modules: Transmedia Experience Design | User Centered Design | Media Science & Scientific Methods | Collaborative Problem Solving | Interactive Storytelling
- **GPA: 1.2**
- 02/2008 – 06/2012 **Bachelor of Fine Arts, Painting | Soore International University, Iran**

Professional Experience

- 07/2023 – Present **UX/Product Designer | Project Contracts, Germany**
- **Currently optimizing the Solidarburg Nachbarschaftshilfe service through user research and data insights** — identifying pain points and improving user engagement
 - **Independently designed and implemented a gamified science communication website** — created a cohesive design system, intuitive structure, and leveraged interactive storytelling to visualize a day in MaxGENESYS Lab ([Case Study](#))
 - **Designed and prototyped a gamified web experience reimagining history magazines for Gen Z** — conducted interviews, translated insights into game loops and interactions, and applied relevant engagement factors tailored to the target audience in a team of six ([Case Study](#))
- 10/2021 – 06/2023 **Science Communication Assistant | Max Planck Institute, Germany**
- **Applied design thinking and data-driven approaches to visualize scientific topics** ([Visual Gallery](#))
 - **Applied design thinking and data-driven methods to create scientifically precise yet artistically compelling visuals** — featured as cover art in leading journals including Cell ([Cover Art](#)), Science, and European Journal of Chemistry ([Cover Art](#))
 - **Established a cohesive visual language and asset library for Schindler's Lab** — developed a consistent style guide to ensure long-term visual coherence

12/2018 - 10/2020

Relocation to Germany incl. Language Course, Corona Pandemic

- English and German language learning courses
- Preparation for further academic study
- Full time job permit in Germany
- Freelance Logo Design

05/2017 - 07/2018

UI/UX Designer | SGKA, Iran

- **Led the end-to-end design and development of a profitable digital publication platform** — took ownership by conducting market and user research to shape the service, in collaboration with developers to create a feature-rich, user-friendly digital publication platform
- **Improved navigation speed by 30% across e-learning platforms** — redesigned the site structure and interface layout to make content easier to find and ensure a consistent, user-friendly experience ([Case Study](#))
- **Cut websites development time by 60%** by creating a reusable design system and component library in collaboration with developers, improving consistency and speeding up product delivery ([Case Study](#))
- **Increased user engagement and redesigned revenue model of an audiobook app's** — designed and implemented community-driven features that empowered users to create and sell their own content
- **Improved team performance and delivery speed as Project Lead** — introduced a skill-based task distribution method to coordinate design and development efforts more efficiently

03/2016 - 08/2017

Entrepreneur, UX/UI Designer | Startup, Iran

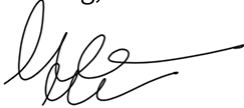
- **Founded a 360° tour-oriented solution** as a startup that secured 12 partnerships in 6 months using data-driven decision making

04/2014 - 04/2016

Content Creator | WimaxNews, Iran

- Produced visual content and editorial material; **explored smart solutions, and tech innovation topics**
- Engaged in **motion design, photography, and content strategy**

Marburg, 12.01.2026



Ehmadi Chehrghani