

Sina Zibakerdar

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CAREER OBJECTIVE

I'm a product designer who loves solving complex problems and making systems feel simple. With a background in architecture and a master's in UX engineering, I gravitate toward structures, systems, and clarity, whether in an interface, a user journey, or an entire product ecosystem. Recently, I've been focused on projects such as prefab products, AI-powered learning platforms, workplace and collaboration tools. I care about asking the right questions, thinking across disciplines, and creating delightful experiences.

SKILLS

End-to-End UX Design, Information Architecture, User Flows, Prototyping (Protopie), UX for Enterprise Tools & B2B SaaS Platforms, Service Design & System Mapping, Design Systems (Figma, Component Libraries), Conversational UX & Chatbot Design, Prompt & Dialogue Flow Design, Visual Design, Animation, Agile Product Teams & Cross-Functional Collaboration, Stakeholder Communication & Workshop Facilitation, UX Research & Usability Testing, Web Accessibility & Design Standards, Marketing

PRODUCT DESIGN EXPERIENCES

Sep 2025 – Oct 2025

UX/UI Designer (Contract) | Bain & Company | London, UK

- Designed the end-to-end user experience for an AI-powered conversational learning assistant, focusing on clarity, accessibility, and engagement.
- Translated complex AI capabilities into intuitive interaction flows and chatbot personalities that improved user comprehension and trust.
- Created high-fidelity prototypes and collaborated with cross-disciplinary teams (AI engineers, consultants, and researchers) to validate and refine design solutions.

Aug 2024 – present

Product Designer | Conport Structures Ltd | London, UK

- Mapped end-to-end user journeys, production and shipment workflows, uncovering operational inefficiencies and informing design decisions that streamlined the overall process.
- Redefined complex assembly documentation for pre-engineered shelter kits by mapping service blueprints and identifying friction points in user interaction.
- Improved the end-to-end experience across varied user technical levels.
- Achieved a 45% increase in user feedback and 24% faster average assembly time.

Jan 2024 – Jan 2025

UX/UI Designer | SuperReach | London, UK

- Designed the end-to-end UX lifecycle for an AI-powered Learning Management System (LMS), collaborating with developers and PMs to deliver scalable features.
- Developed and maintained a shared design system, improving design-dev velocity and ensuring consistent UI quality.
- Improved user sign-up conversion by 24% and delivered on milestones ahead of schedule.

Jun 2023 – Nov 2023

UX/UI Designer (Thesis Placement) | Reason | London, UK

- Conducted user research and product design for remote collaboration tools as part of an MSc research project.
- Delivered validated design solutions that enhanced communication efficiency for 75% of users and strengthened team relationships.
- Prototype saw a 66% increase in voluntary adoption, proving real-world viability.

Aug 2020 – Jun 2021

UX/UI Designer | Dadehpardaz | Tehran, Iran

- Part of the product design team for multiple enterprise digital services, including a crypto exchange, a telecoms portal, and a government digital platform.
- Managed and mentored other designers, providing design briefs and ensuring high-quality deliverables.
- Improved onboarding by 30% and customer referrals by 24% through iterative design and testing.

Aug 2019 – Aug 2020

Junior UX/UI Designer | Dadehpardaz | Tehran, Iran

- Supported UX efforts for B2B and B2C SaaS platforms.

EDUCATION

2022 – 2023

MSc User Experience Engineering | Goldsmiths University of London

2015 – 2018

MA Architecture: Post-Disaster Studies | Shahid Beheshti University

ADDITIONAL EXPERIENCES

Jul 2021 – Aug 2022	Military Service IR Navy
Jul 2018 – Jul 2019	Visual Designer HIC Engineers
Sep 2017 – Jul 2018	Visual Designer Resa Bonyan Advertising Agency
Oct 2016 – Jan 2018	Junior Designer Tehran Urban Innovation Centre

LANGUAGES

English, Farsi(Persian), Kurdish, Arabic

PORTFOLIO

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