



## Sina Zibakerdar

[sinazk.com](http://sinazk.com) | [linkedin.com/in/sinazk](https://linkedin.com/in/sinazk) | [sinazibakerdar@gmail.com](mailto:sinazibakerdar@gmail.com) | + 98 912 459 2753 | Tehran, Iran

### PROFILE

I'm a product designer with **5+ years of experience**, 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.

### 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 chatbot**, 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 (Part-time)** | Conport Structures Ltd | London, UK

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

Jan 2024 – Jan 2025

**UX/UI Designer** | SuperReach | London, UK

- Designed the end-to-end UX lifecycle for a **recruitment/sales** 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 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.

Jul 2021 – Aug 2022

**[Military Service]** | IR Navy | Tehran, Iran

Aug 2019 – Jun 2021

**UX/UI Designer** | Dadehpardaz | Tehran, Iran

- Part of the product design team for multiple enterprise digital services, including **Cryptoland crypto exchange**, a **survey portal** for MCI, and the **Sejam portal**.
- 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.

Jul 2018 – Jul 2019

**Visual Designer** | Housing Investment Co. Engineers | Tehran, Iran

Sep 2017 – Jul 2018

**Visual Designer** | Resa Bonyan Advertising Agency | Tehran, Iran

Oct 2016 – Jan 2018

**Junior Designer** | Tehran Urban Innovation Centre | Tehran, Iran

### EDUCATION

2022 – 2023

**MSc User Experience Engineering** | Goldsmiths University of London

2015 – 2018

**MA Architecture: Post-Disaster Studies** | Shahid Beheshti University

2011 – 2015

**BA Architecture** | Imam Khomeini International University

---

## SKILLS

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

---

## LANGUAGES

English [Fluent], Persian [Fluent], Kurdish [Conversational], Arabic [Basic]

---

## PORTFOLIO

[sinazk.com](http://sinazk.com)