



Sina Zibakerdar

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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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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

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