

Zahra Behnambakhsh

Product Designer

Contact

Tehran, Iran

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Links

[Portfolio](#)

[LinkedIn](#)

Skills

Design

Figma, Photoshop, Illustrator, Framer (basic), product design, UI/UX, research, wireframing, interface design, branding & visual identity

AI collaboration

Vibe Coding, Cursor, Lovable, Figma Make, Hermes, Claude Code, ChatGPT, AI Design

Research & analytics

Clarity, Hotjar, PostHog

Team collaboration

Working with creative, marketing and product teams; translating business requirements into design

Education

MBA - Management and AI Strategy

University of Tehran, Faculty of Management
2026 - Present

Master of Design

Sooreh Art University
2020-2022

Bachelor of Graphic Design

Shariaty Technical College
2015-2019

Product Design

DigiNext
Dec 2025

UI/UX Design

Inverse School
Jun 2024

Languages

Persian - Native

English - Professional working

About me

Data-driven Product Designer with 3 years of hands-on experience designing digital products end to end, backed by nearly 9 years in graphic and brand design, and currently pursuing an MBA to move toward product management. Experienced across BNPL, fintech, AI, e-learning and advertising, turning research, analytics and user insight into product decisions that improve usability, engagement and overall product effectiveness. I vibe code and build with AI tools such as Cursor, Lovable, Figma Make and Claude Code.

Experience

AI-Driven PM & Product Design

6 Months - Present

Independent Product Builder

- Design, build and ship web/mobile apps end-to-end as a solo studio, using AI-assisted development tools (Claude, Cursor, Lovable) to go from idea to deployed product.
- Goldoon (smart garden): built a plant-care app with watering reminders and plant tracking. [Live app](#)
- Rah Yaab: designed and built a career platform for junior job seekers, guiding them through skill assessment, career-path selection and targeted courses until they land a role. [Live app](#)
- Apply UX research methods (interviews, usability testing, analytics) to define problems, prioritize features and iterate from user feedback.

Product Designer

18 Months - Present

Dadeh Ertebat Novin Sharif Holding

- Product designer in a financial-focused holding with international operations, active in BNPL, fintech and AI.
- Design and deliver user-centered digital experiences across multiple products, including BNPL, fintech, AI and a fragrance marketplace.
- Focus on scaling products and continuously improving the user experience.

UX Researcher (Freelance Project)

6 Months

Jobex (Job Marketplace Platform)

- Led end-to-end, data-driven UX research for a two-sided recruitment platform, covering both job seekers and employers.
- Identified key pain points (application saturation, low visibility, application fatigue) and translated them into problem statements that shaped the product roadmap.
- Defined research-driven requirements for a Featured Profile feature, Match Score, smart filtering and candidate comparison tools.
- Validated designs through A/B testing, user interviews and heatmap analysis to reduce recruiter cognitive load.
- Established a success-metrics framework (Time-to-Hire, CV-to-Interview ratio, re-engagement) and feedback loops to refine matching.

UI/UX Designer (Remote)

9 Months

Azmoon Land, Language Academy

- TOEFL & IELTS prep company focused on digital platforms and student-friendly learning, with online/offline support.
- Designed user-centered dashboards for web and mobile.
- Translated business requirements into intuitive product solutions.

UI/UX Designer & Assistant Art Director

3 Years

PGt Advertising Agency

- Worked at an Iran-based full-service international agency for marketing, ads, PR and corporate communications.
- Contributed to website and campaign landing page design.
- Collaborated with creative and product teams on design and web projects.