Shirin Semsar

Product Designer

Multidisciplinary Product Designer with over 8 years of experience delivering user-centered designs across AI/ML, SaaS, and mobile industries. Adept at transforming complex problems into intuitive, user-friendly solutions through data-driven design.

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Experiences

Senior Product Designer

Thumb zone AI - Remote - February 2025 - Now
- Led end-to-end design of mobile and web features, from research and testing to high-fidelity prototypes and developer handoff, while aligning design solutions with user needs and business goals.
- Collaborate with developers to ensure pixel-perfect implementation
- Improve the onboarding process that enabled 30% more users to set up a user study faster

Visual Designer

LexisNexis - Raleigh - August 2022 - January 2025
- Leading design for fraud detector dashboards, improving time on screen by 20%, and collaborating with IT and legal teams to enhance data visualization.
- Collaborating closely with IT and business teams to solve complex issues, including interaction models and data visualization, while working with the legal team.
- Working with the design system and collaborating with the design team to define new components.
- Designed marketing materials and interactive content within brand guidelines, reinforcing brand identity through visual storytelling and managing production assets.

UI/UX Designer

University of California, Irvine, Institute for Future Health - Irvine - June 2021 - August 2022
- Collaborating with professors, scientists, Ph.D. students, and other IFH members.
- Enhanced the WordPress website by updating 30+ pages with engaging content, implementing SEO best practices to increase organic traffic by over 50%, and creating custom web pages
- Increase bounce rate for landing pages from 20% to 9%

Product Designer

ElectrifAi - New York City - July 2019 - Dec 2019
- Built a design team to design Saas AI/ML-based products (ContractAi- SpendAi- BrandAi- SplashAi- Revenue CycleAi- ImageAi) and mentored junior designers
- Designed AI/ML-based SaaS products that improved user onboarding time by 14%, working closely with cross-functional teams to ensure seamless product launches
- Work collaboratively within an Agile process with other UX designers, digital designers, and product owners, project managers, and Front-end and back-end developers to deliver products

UX/UI Design Instructor

Touro University and City College of New York City - NYC - Jan 2017 - June 2019
- Teaching Web Design I-II-III (Basic - advanced) in Undergrad school
- Teacher assistant in Web and Mobile Design for the Graduate Program

UX Designer

Celsius Network - New York City - Dec 2017 - May 2018
- Analyzed, studied & understood crypto company applications, business domain data requirements
- Consulted closely with the CEO and CTO to outline website goals, made wireframes and prototypes to raise $50M in funding.
- Created all marketing materials, including corporate identity, branding, catalogs, advertising such as whitepaper, one paper, business cards, swags, etc, and trade show graphics
- Gathered feedback from teams and followed an iterative process using Visio and Keynote Febura

Education

Master's - Web and Multimedia Design

Touro University,
New York City │ 2017-2019
Award: $6000 Dean College Award for Academic Excellence

Bachelor's - Computer Software Engineering

Tehran University,
Tehran │ 2012-2016

Skills

User Experience Design
UI & Visual Design
Mobile UI (Android Material & Apple HIG)
Product Design
Prototyping & Wireframing
Interaction Design
Usability & A/B Testing
User Research & Interview
Front-end Development

Tools

Figma, Sketch, Adobe Creative Suite
Handoff Tools: Zeplin

Soft Skills

Mentoring
Public Speaking
Teaching
Organizing Workshop
Problem-solving
Design Thinking