

Shirin Semsar

📍 United state | ✉ me@shirinsemsar.com | ☎ 9148175070

🔗 shirinsemsar.com | 🔗 linkedin.com/in/shirinsemsar/

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.

SKILLS

UX Design: User flows, wireframing, prototyping, usability testing, accessibility compliance

UI Design: Visual hierarchy, typography, color theory, iconography, responsive layouts

Tools: Figma, Adobe Creative Suite, FigJam, Miro, Sketch, Axure

Methods: Design thinking, agile workflows, A/B testing, heuristic evaluation, journey mapping

Specialties: Design systems, native mobile UI, cross-cultural design, localization

Collaboration: Cross-functional leadership, developer handoff, stakeholder workshops

EXPERIENCE

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
- Improve the onboarding process that enabled **30% more users** to set up a user study faster

UI/UX 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

UI/UX 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