

FATEMEH BEHBOODIAN

UI/UX & Product Designer

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PROFILE

UI/UX and Product Designer with 1+ years of hands-on experience designing end-to-end digital products, from landing pages and municipal websites to complex multi-role platforms such as marketplaces and fintech apps. Skilled in translating user research and business requirements into clean, scalable interfaces and design systems using Figma. Background in fine arts brings a strong visual and compositional sensibility to product design work.

EXPERIENCE

Product Designer | Vista App

Feb 2026 – Present

- Designed 400+ pages, including full responsive versions, across a diverse portfolio of in-development products: a digital currency exchange platform, an online taxi booking app, a classified-ads marketplace (similar to Divar), and a B2B online marketplace.
- Collaborating closely with product and development teams to design end-to-end user flows and interfaces for complex, multi-stakeholder platforms not yet publicly launched.

Full-Time Designer | Rabocode

Jun 2025 – Dec 2025

- Designed the official website for Asadiyeh Municipality ([asadiyeh.ir](#)) from the ground up — 7 pages covering information architecture, layout, and UI.
- Led the redesign of a children's talent-discovery platform: 10+ pages upgraded with a fully responsive layout and improved UX flow.
- Managed design project timelines and deliverables, coordinating with cross-functional team members from concept through handoff.

UI/UX Design Intern | Iracode

Mar 2025 – May 2025

- Designed a landing page and 10+ connected sub-pages for a dental services provider, improving the overall UX flow across the site.

Freelance UI/UX Designer | Self-Employed

Before Mar 2025

- Designed a B2B/B2C student marketplace concept, a home-loan allocation platform, and a mobile-first café menu design for independent clients.

FEATURED PROJECT

Vamax — Fintech Dashboard

- Designed a loan-issuance and installment-payment dashboard as part of a UI design course cohort project.
- Published free on Figma Community with fully organized components and ready-to-use pages for other designers.

View on Figma Community: [figma.com/community — Vamax Fintech Dashboard](#)

CERTIFICATIONS

UI Core Course — Theehsanez Academy, Ehsan Ezzati · 48 hrs · Jan 2026

UI/UX Design with Figma: 5+ Real World Projects — Udemy · 4.5 hrs · May 2024

Mobile App Design in Figma: From Concept to Prototype — Udemy · 4 hrs · Jul 2024

Adobe Photoshop CC Crash Course & Beginner UI/UX Design Course from Scratch in Figma — Udemy · 2024

EDUCATION

Bachelor's Degree in Islamic Art — Persian Miniature Painting — Sep 2018 – Oct 2022

SKILLS & TOOLS

Figma · Adobe XD · Design Systems · Auto Layout / Component-Based Design

User Research (Interviews, Surveys, Usability Testing) · Wireframing & Prototyping

Information Architecture · User Flows & Journey Mapping

Responsive & Mobile-First Design · Interaction Design · Design Handoff (Figma Dev Mode)