

Sheida Azizollahi

Product Designer, UX/UI Designer

United States

sheida.azizollahi@gmail.com | sheidaazizollahi.com | LinkedIn | (502)-999-2128

About me: Experienced enterprise product designer specializing in AI-driven UX, complex system workflows, and data-rich product experiences for both B2B and B2C audiences.

WORK EXPERIENCE

Product Designer

Megaputer Intelligence Inc | Bloomington, IN | Apr 2022 - Apr 2025

- Resolved key usability issues in a complex data visualization platform, increasing dashboard creation speed by 80% and significantly reducing user's cognitive load
- Led UX strategy for ML/NLP-powered B2B analytics tools, designing and validating 20+ new features that boosted operational efficiency by 20% for Fortune 50 enterprise clients
- Spearheaded end-to-end product design and GTM alignment for two B2C products, delivering measurable ROI through customer-centric innovation
- Directed the development of a scalable, token-based design system using atomic principles, improving cross-product UI consistency and accelerating design iteration across engineering teams

UX Researcher

KAO.Co (with Jergens) | Cincinnati, OH | May 2021 - Jul 2021 | Internship

- Conducted large-scale mixed-methods UX research with a cross-functional team, uncovering unmet user needs and directly informing strategic product decisions

- Developed data-driven personas that guided stakeholder decision-making with authentic user insights and behavioral archetypes
- Presented a portfolio of strategic design interventions that elevated brand identity and user engagement, earning positive feedback from Jergen's stakeholders

Design Strategist & Furniture Designer

Laindar.Co | Karaj | June 2017 - June 2020

- Designed research-informed home furniture collections; delivered optimized 2D/3D production assets for efficient manufacturing
- Led end-to-end design of a branded mobile charging station, strategically deployed at an international airport, boosting brand visibility and driving a 30% sales increase in 12 months
- Actively partnered with sales manager, generating data-informed concepts aligned with emerging consumer trends and competitors positioning

AWARDS & ACHIEVEMENTS

iF Design Talent Award Winner (2017) – Selected as Best of Year in Public Value: Help & Support category

Graduate Scholarship & Teaching Assistantship – University of Cincinnati

SKILLS

Research & Ideation: Human-Centered Design Methodologies . Qualitative & Quantitative User Research . Problem Framing & Research Insight Synthesis . Empathy Mapping . Journey Mapping . Persona Development . Data-Informed Design Decisions . Product Strategy Contribution . Information Hierarchy . Ideation Sessions . Design Sprints

Design, Testing & Implementation: Wireframing & Prototyping (Low–Hi-Fi) . Usability Testing (Moderated & Unmoderated) & Iteration · A/B Testing · Detail–Oriented Craft . Design Critiques & Alignment . Scalable Visual Systems . Accessible Design · Interaction Design · Design Systems · Responsive Design · Cross-Functional Collaboration (PMs, Engineers, Marketing Team) · Dev Handoff · Agile & Fast-Paced Environments .

Tools & Technologies: Figma · FigJam · Adobe XD · Miro · Notion · Maze · HTML/CSS (Basic)

Unique Assets: Physical–Digital Product Thinking · End-to-End UX & Workflows for Complex Systems . Business–Oriented Thinking . System Thinking . AI–Augmented UX · Data Visualization Design · Enterprise SaaS UX · Analytics & BI Tools Design . Data Modeling Workflows . Strategic Storytelling · Visual Design · Report Dashboard Design · B2B/B2C Product Strategy . Design for ML/NLP Systems . Working Across Ambiguity

EDUCATION

Master of Human-Centered Technology Design – University of Cincinnati, DAAP | Aug 2020 – Aug 2022

B.A. Industrial Design – Azad University, College of Art & Architecture | Sep 2011 – Sep 2016