

Sheida Azizollahi

Product Designer | UX Analyst

United States

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WORK EXPERIENCES

Product Designer | UX Analyst

Apr 2022 – Apr 2025

Megaputer Intelligence Inc. | Bloomington, IN

- Resolved key usability issues in a complex data visualization platform, increasing dashboard creation speed by 80% and significantly reducing analyst 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 Designer

May 2021 – Jul 2021

KAO Co. (with Jergens) | Cincinnati, OH

- 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

Home Furniture Designer

June 2017 – June 2020

Larindar Co. | Karaj

- 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 . User Research & Analytics . Problem Framing & Insight Synthesis . Empathy Mapping . Journey Mapping . Persona Development . Work Flow Optimization . Information Architecture . Ideation Sessions . Design Sprints . Solution Development

Design, Testing & Implementation: Wireframing & Prototyping (Low-Hi-Fi) . Usability Testing (Moderated & Unmoderated) . A/B Testing . Accessibility Design . Interaction Design . Design Systems . Responsive Design . Cross-functional Collaboration . Dev Handoff . Agile & Scrum Environments

Enterprise & AI-Driven UX: AI-Augmented UX . Data Visualization . Enterprise SaaS UX . Complex System Workflows . Report Dashboard Design . B2B/B2C Product Strategy . Design for ML/NLP systems

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

Unique Assets: Physical-Digital Product Thinking . End-to-End UX Process . Business-Oriented Thinking . System Thinking . Strategic Storytelling . Visual Design

EDUCATION

Master of Human-Centered Technology Design

Aug 2020 – Apr 2022

University of Cincinnati

B.A. Industrial Design

Sep 2011 – Sep 2016

Azad University