

Sahar Rad

Product Designer | UX/UI | End-to-End Product Design

Rotterdam, Netherlands

EU Citizen (Sweden)

EDUCATION

M.Sc. in Architecture of Urban Concentration

Polytechnic University of Turin, Italy
2012 – 2016

B.Sc. in Architectural Technology

Shariati Technical College, Tehran, Iran
2010 – 2014

SKILLS

Core Skills

- User Research
- User Interface (UI Design)
- User Experience (UX Design)
- User Flows
- Wireframing
- User-Centered Design
- Usability Testing
- Information Architecture
- Interaction Design

UI & Systems

- Design Systems
- Prototyping
- Responsive Design
- Accessibility

Technical

- HTML, CSS



✉ Sahar.rad.designer@gmail.com

📞 +31- 619380530

🌐 [Portfolio](#)

🌐 <https://www.linkedin.com/in/sa-rad/>

PROFILE

Product Designer with a background in architecture, specializing in simplifying complex systems into intuitive digital experiences. Experienced in end-to-end product design, including user research, information architecture, prototyping, and usability testing. Focused on delivering clear, scalable, and user-centered solutions that improve usability and user experience across web and mobile platforms.

Product Design Projects

ImmigrAid – Settlement & Guidance Platform (Web & Mobile)

Product Designer | 2025

- Designed a mobile app and responsive web platform to simplify admin processes for newcomers.
- Conducted user research to identify pain points in navigation and tasks.
- Improved user flows and information architecture to enhance navigation clarity and increase task completion.

MediPath – Healthcare Platform (Web & Mobile)

Product Designer | 2025

- Led end-to-end design of a healthcare platform simplifying treatment and appointment management.
- Conducted user research and designed flows to simplify complex journeys.
- Developed high-fidelity prototypes and a scalable design system.
- Conducted usability testing and iterated designs to improve navigation clarity and task completion.

JollySquare – Routine & Family Support App (Mobile)

Product Designer | 2024

- Designed a mobile app to improve routine coordination and task management for families.
- Conducted user research to identify behavioral patterns and user needs.
- Iterated flows based on usability testing to improve engagement & usability.

WealthWay – Personal Finance App (Mobile)

Product Designer | 2024

- Designed a mobile app to boost financial awareness and expense tracking.
- Conducted user research to define needs and decision-making behaviors.
- Created and validated user flows and prototypes to improve data visualization clarity and usability.



Additional Info

Languages

- Persian – Native
- English – Fluent
- Swedish – Fluent
- Dutch – Beginner

Tools

- Figma
- FigJam
- Adobe XD
- Sketch
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

INTERESTS

- Psychology
- Art & Design
- Travel & Culture

Professional Experience

Content & Branding Designer (Volunteer) – Expaterience, Netherlands 2025 – Present

- Created and managed visual content to improve audience engagement.
- Designed branded templates and assets for consistent visuals.
- Contributed to content strategy by identifying audience needs and shaping messaging.

Architect / UX & UI Designer – Barsin Design Studio (Remote) 2023 – 2025

- Managed the company website to improve usability and content clarity.
- Structured digital content and layouts to improve user flow, clarity, and usability.
- Conducted competitor and market research to inform design decisions.
- Designed branding assets and digital materials across platforms.

Architect / Visual & Digital Designer – Bostadslyftet AB, Sweden 2019 – 2022

- Designed architectural projects using a user-centered approach.
- Created 3D visualizations and animations to communicate concepts clearly.
- Developed brand identity elements, including logos and visual assets.
- Produced digital content for web and marketing platforms.

Freelance Architect / Designer

2017 – 2019

- Collaborated with a group of designers on architectural projects.
- Delivered architectural and design projects from concept to completion.
- Managed client requirements and developed tailored design solutions.

Professional Development

- **The Delft Design Approach**,
TU Delft,
2024
- **Google UX/UI Design Certificate**
Coursera,
2024
- **Human-Computer Interaction**,
Uppsala University,
2024
- **Product Design, UI Design**
Amanj Academy
2024
- **Introduction to Digital Marketing**
Linnaeus University
2024
- **Programming for Digital Humanities**
University of Skövde
2025