

Shirin Mardanpour

Product Designer . UX Design

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SUMMARY

Product Designer with 7+ years of experience — 5 leading end-to-end design for a **B2B AI autonomous systems fleet management startup** in Australia. I specialize in **safety-critical, real-time interfaces** where cognitive overload directly impacts operational safety — designing operational dashboards, telemetry visualization, AI automation, and mission planning systems. Contributed to winning **Microsoft Azure and NVIDIA startup partnerships**. Currently co-founding an AI EdTech startup and leading all product design.

SKILLS & TOOLS

Design Tools	Figma . Adobe XD . Sketch . Zeplin
Specialization	Real-Time UI . Data Visualization . IoT Interfaces . Safety-Critical Systems
UX Research	User Interviews . Usability Testing . Competitive Analysis . Journey Mapping
Systems Design	Design Systems . Component Libraries . Information Architecture
Platforms	Web Dashboard . Mobile (Android/iOS) . Admin & Company Panels . B2B SaaS
Other	Investor & Pitch Deck Design . Brand Identity . Visual Design Systems

EXPERIENCE

Product Designer — Co-founder (Design) | LIONIQ . Iran Nov 2025 – Present

LIONIQ is an AI-powered IELTS speaking app that helps you improve your speaking skills by recording your voice, providing instant transcripts, and giving personalized feedback on your mistakes.

- Designed end-to-end product from zero: voice recorder, live transcript viewer, AI feedback dashboard, and onboarding → **shipped MVP in 3 months with full design system**
- Built scalable Figma component library and design system from scratch → **reduced design-to-dev handoff time by ~60%**
- Defined UX patterns for AI-generated feedback — balancing clarity, trust, and actionability for non-technical language learners
- Collaborating directly with founder on product strategy, roadmap prioritization, and feature scoping
- Conducting user research with IELTS candidates to validate flows and identify friction points before each release

Senior Product Designer | Intuitive Robotics Pty Ltd . Australia . Remote Sep 2020 – Oct 2025

B2B AI robotics startup — enterprise autonomous systems fleet management ecosystem of 5 interconnected platforms for safety-critical field operations.

- Designed a unified ecosystem of 5 platforms (Onboarding, Video Viewer, Fleet Dashboard, DFR Security AI, Docking Station) replacing 4–6 disconnected tools operators were using → **eliminated workflow fragmentation across enterprise clients**
- Solved critical cognitive overload on flight maps: designed clustering, priority hierarchy, and progressive disclosure for operators managing 30+ simultaneous autonomous units → **reduced operator decision time and critical errors in field testing**
- Designed high-contrast outdoor UI theme meeting WCAG AAA contrast ratios for direct-sunlight use → **resolved a safety-critical readability failure that was causing operators to miss alerts**
- Led competitive analysis — identified the core market gap and shaped the platform strategy → **directly informed product roadmap and investor narrative**
- Designed and produced investor pitch decks in collaboration with leadership team → **contributed to winning both startup partnerships and significant cost reductions**
- Built and maintained complete brand identity from scratch — logo, visual system, illustrations, conference materials, and marketing assets used in industry events
- Collaborated cross-functionally with engineering, product, and research teams across 5 years — **fully remote, async, international team**

UI/UX Designer | Rabinet . *Iran . Onsite Mar 2020 – Sep 2020*

- Designed UI/UX for **1 Android app and 2 web products** across B2B and B2C domains → **each shipped within timeline with zero major UX revisions post-launch**
- Simplified information architecture and user flows across multiple products → **measurably reduced task completion time based on team feedback and QA testing**
- Managed design-to-development handoff and implementation QA — ensuring pixel-accurate delivery → one client commissioned **6 additional branding assets**

UI/UX Designer | Alendor . *Germany . Remote Apr 2019 – Dec 2019*

- Designed a modern, mobile-friendly website for a luxury brand → **stakeholders approved final design in first review round**
- Collaborated with stakeholders and developers, increasing user engagement → **increased user engagement metrics post-launch**

Visual & Graphic Designer | University of Medical Science . *Iran . Remote Dec 2017 – May 2020*

- Designed 4 websites and visual assets (covers, banners, headers, logos) → **modernized the university's digital presence across all public-facing platforms**
 - Aligned visual identity with institutional standards in collaboration with academic publishing and communications teams
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SELECTED ACHIEVEMENTS

- Won Microsoft Azure Startup Partnership — pitch deck and prototypes co-designed with leadership team
 - Won NVIDIA Startup Partnership — visual storytelling and interactive demos contributed to selection
 - Designed real-time visualization system for Olympic competition broadcasting in collaboration with development team
 - Delivered 5-platform autonomous operations ecosystem as solo designer — from wireframe to production-ready, over 5 years
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EDUCATION

- **M.Sc. – Computer Software Engineering** *Sep 2016 – Sep 2019*
 - **B.Sc. – Computer Software Engineering** *Sep 2009 – Jul 2014*
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CERTIFICATIONS & CONTINUOUS LEARNING

- Google UX Design Professional Certificate (Coursera)
 - User Experience Research and Design Specialization (University of Michigan, Online Courses)
 - Design: Think, Make, Break, Repeat
 - 10+ certifications in UX, UI, and Digital Marketing
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LANGUAGES

- **English** IELTS 6.0 overall — Speaking 6.5
- **Persian** Native

Portfolio available at www.shirinam.com · References available upon request