

Shirin Mardanpour

Senior Product Designer — UX/UI for High-Stakes Systems

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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 . Dec 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.

- Directed the design of an AI IELTS speaking coach from strategy through wireframe stage — voice recording flow, feedback structure, and onboarding — using AI-assisted design tools to rapidly test and validate flows with the development team
- 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 (including personal IELTS exam experience) to 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 — Android app later built and shipped in Persian
- Simplified information architecture and user flows across multiple products
- One client was impressed enough with the UI/UX work to commission 6 additional branding assets from the company

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 closely with stakeholders and developers to ensure a smooth handoff and pixel-accurate implementation

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

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

- 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)
 - Innovation Through 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