

Sogand Asari

Product Designer | UX/UI Designer

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 Cologne/Bonn Region, Germany

 Portfolio

 LinkedIn

 Full work authorization in Germany



Summary

Product Designer with 3+ years of experience bringing structure to complex workflows and unclear product problems. From clinical SaaS to B2B client workflows and learning experiences, I tend to go beyond the brief, find what's missing, and turn messy processes into usable digital products.

Professional Experience

Product Designer (Freelance), OsifyAI  05/2025 – 03/2026 | Remote from Germany

- Re-architected a bone-age analysis MVP into a role-based clinical workspace.
- Mapped doctor and assistant workflows across records, visits, growth tracking, diagnosis, and documentation.
- Reduced patient-context access from 2m 10s to 55s and visit documentation from 3m 20s to 1m 45s in usability testing.

UX/UI Designer (Contract), MarziUXD  03/2024 – 04/2025 | Remote from Germany

- Designed a feedback framework for weekly design challenges in a 15,000+ member UX education community.
- Created learning materials for UX courses including challenge resources, feedback templates, and guidance docs.


UI & Digital Designer, Tarahimo  04/2022 – 02/2024 | Iran, On-site

- Delivered brand, web, print, and digital design work for B2B clients across multiple industries.
- Designed guided order forms that standardized client briefs and reduced clarification back-and-forth before design work.

UX/UI Design Intern, Mirka Miras Caspian 09/2021 – 03/2022 | Iran · On-site

- Contributed to user research, wireframes, and UI iterations for a subscription-based digital product.

Side Projects

Heldio — Language Learning App Discovery  04/2026 – Present

AI language-learning app discovery in a 4-person founding team, focused on IA, user journeys, learning flows, and MVP scope.

Education

Product Design Program, Digitale Leute School  12/2025 – 03/2026 | Remote from Germany

Focused on product strategy, UX research, prototyping, and product decision-making.

B.A. Landscape Architecture, University of Tehran  09/2016 – 06/2020 | Tehran, Iran

Skills

Product & UX: Product Discovery · UX Research · IA · User Flows · Workflow Mapping · Wireframing · Prototyping · Usability Testing

UI & Systems: Design Systems · Component Libraries · Interaction Design · Accessibility · Data-heavy UI · Developer Handoff

Tools & AI: Figma · FigJam · Miro · Jira · Notion · Adobe Creative Suite · ChatGPT · Claude · Lovable · Figma Make

Languages

English

C1

German

B2