

Sogand Asari (UX/UI & Product Designer)

UX/UI Designer with 3+ years of experience across AI-driven SaaS and B2B products.

I focus on turning early-stage ideas into clear product structures, MVPs, and scalable user experiences.

I've worked on complex, multi-role platforms where defining the right structure and flows is just as important as the UI itself.

Looking for a product team where design shapes decisions, not just delivers screens.

Email

sogandasari77@gmail.com

Portfolio

www.sogandasari.com

Linkedin

linkedin.com/in/sogandasari

Address

Cologne/Bonn Area, Germany

Work Experience

Founding Product Designer | [Heldio](#)

Nov 2025 – Present | Germany, Remote

- Led **0→1 product discovery**, translating research into a **defined, buildable MVP scope**
- Defined a **goal-driven learning model (“Missions”)**, structuring exercises around input, output, and feedback
- Designed the product architecture across **4 core areas: Conversation, Situations, Missions, and Progress**

Product Designer | [OsifyAI](#)

May 2025 – Nov 2025 | Germany, Remote

- Introduced a **workspace-based system with 4 role-specific environments**, improving clarity across user roles
- Redesigned **core workflows (patient visits, bone age tracking)**, reducing task complexity
- Delivered **100+ screens** and built a **component library**, improving consistency and handoff

UX/UI Designer (Part-time) | [MarziUXD](#)

Oct 2024 – Apr 2025 | Spain, Remote

- Contributed to improving **IA and user flows** across the learning platform and course registration experience
- Designed UI for key flows and improved consistency of design assets across the platform

UI & Visual Designer | [Tarahimo](#)

Apr 2022 – Sep 2025 | Iran, Remote

- Replaced manual intake with a **self-service flow**, increasing monthly clients from **~5 to ~20** and improving scalability
- Delivered end-to-end design for **20+ B2B clients** across branding, social media, and digital materials.

UX/UI Design Intern | [Mirka Miras Caspian](#)

Sep 2021 – Mar 2022 | Sari, Iran

- Supported a product team through **research, wireframing, and UI iteration**, translating insights into practical usability improvements

Education

Digitale Leute School — Product Design Bootcamp (UX/UI)

Dec 2025 – Mar 2026 | Germany, Remote

University of Tehran — B.A. Landscape Architecture

2016 – 2020 | Tehran, Iran

Skills

Product & UX: User Research, Usability Testing, Information Architecture, User Flows, Feature Prioritization

UI & Visual Design: Design Systems, Component Libraries, Responsive Design, Accessibility

Tools: Figma, FigJam, Miro, Adobe Creative Suite, Jira, Notion

AI & Rapid Prototyping: ChatGPT, Claude, Lovable, Figma Make

Languages

English: C1 — Full Professional Proficiency

German (Deutsch): C1 — Full Professional Proficiency

Persian (Farsi): Native