



Sogand Asari

Product Designer | UI/UX Designer

After 3+ years of collaborating with various startups as a freelance designer, I've learned how to turn fast-moving ideas into meaningful user experiences. For me, design is about more than just visuals; it's about understanding the heart of the business and the needs of the people using it. Having worked in agile environments, I'm now excited to bring my UX expertise and startup mindset to a larger, collaborative team to build products that make a real impact at scale.

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Social links, website
www.sogandasari.com
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Skills

UX Research & Analysis
UI & Visual Design
Design Systems Information
Architecture Prototyping &
Wireframing User Flow &
Journey Mapping Usability
Testing
Mobile & Web Design
Figma (Expert)
FigJam / Miro
Adobe Creative Suite

Experience

▪ Founding Product Designer

Heldio *Germany, Remote*

Nov 2025 - Present

- Led product discovery and strategy, validating the MVP concept through research and market analysis.
- Defined product roadmap and IA, translating user insights into seamless core journeys for the first release.
- Conducted 10+ user interviews, identifying key pain points to shape the product's unique value proposition.

▪ Product Designer

OsifyAI *Germany, Remote*

Jun 2025 - Nov 2025

- Established a structured UX framework from zero, significantly accelerating the transition from concept to development.
- Engineered role-based IA for clinical environments, optimizing complex data for Doctors, Clinic Managers, and Receptionists.
- Standardized a multi-layered design system, mentoring junior designers to increase team velocity and asset reusability.

▪ Visual & UI Designer

Tarahimo *Iran, Remote*

Apr 2022 - Aug 2024

- Designed B2B corporate websites, focusing on visual identity and high-quality UI execution.
- Developed branding and visual assets, ensuring a consistent design language across digital platforms.
- Refined user interfaces for complex products, improving usability and reducing navigation depth.

▪ UX/UI Design Intern

Mirka Miras Caspian *Sari, Iran*

Sep 2021 - Mar 2022

- Assisted in UX research and wireframing for multiple digital projects.
- Developed high-fidelity UI components based on established guidelines.
- Contributed to design system documentation and workflow consistency.

Education

▪ Advanced Product Design

Digitale Leute School *Germany, Remote*

Dec 2025 - 2026

▪ UX/UI Design Bootcamp

Designwich School *Remote, Iran*

Nov 2023 - Feb 2024

▪ B.A. Landscape Architecture

University of Tehran *Tehran, Iran*

Sep 2016 - Jun 2020