

ZINAT NAYEBZADEH

UX / UI DESIGNER

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UX/UI designer with an IT engineering degree and 4 years focused on UX across digital product and visual design. I work end to end, from user research and information architecture to high-fidelity Figma prototypes and developer handoff. My working knowledge of HTML, CSS, and JavaScript means I design for what gets built. Recent work includes research that increased municipal signage approval from 25% to 61%, and interfaces for Android apps and web platforms serving 10,000+ users.

EXPERIENCE

UX/UI & Graphic Designer · Panther Creative Inc. Vancouver, BC | Nov 2024 – Present

- Ran resident survey research for municipal clients including the Town of High Level, translating findings into design decisions that raised public approval of town signage from 25% to 61%.
- Designed and maintained the company WordPress site serving 700+ monthly users, restructuring navigation and page hierarchy to make services easier to find.
- Built a unified design system of color, type, and reusable templates applied across 8 sites, with accessibility standards for contrast, legibility, and viewing height enforced system-wide.
- Delivered 80+ interpretive and wayfinding pieces on projects valued at \$2.2M+, collaborating with writers, project managers, and fabricators from discovery through installation.

Graphic Designer · British Columbia Institute of Technology Vancouver, BC | Sep 2023 – Jun 2024

- Designed posters, Link magazine layouts, illustrations, and characters reaching 2,000+ students across 1,150+ printed editions, strengthening visual identity and improving reader engagement.

UX/UI & Graphic Designer · Himaweb Inc. Tehran, Iran | May 2020 – Oct 2022

- Designed interfaces for 2 Android apps and 5 web platforms serving 2,000+ users, applying mobile-first UX principles from concept through developer handoff.
- Conducted user and competitive research to guide design decisions and resolve usability issues before build.
- Built and customized responsive sites in WordPress and Elementor; layout and navigation changes contributed to a 25% increase in site traffic.

Website Content & UI Designer · ParsErtebat Co. Tehran, Iran | Feb 2016 – Apr 2020

- Designed and maintained web layouts, content, and software documentation for a product used by 10,000+ users, improving usability and accessibility.
- Built and updated pages in HTML, CSS, and JavaScript/jQuery alongside developers, using customer support feedback as a research input to improve interface clarity.

SELECTED UX PROJECTS

UnityPath - Charity Fundraising Platform UX/UI Designer & Researcher | 2025

Research revealed opposing needs: urgent donors abandoned causes they trusted if the flow felt slow, while organizers would spend time if it proved credibility. So the platform split into a guest-checkout donor path and a verification-backed organizer dashboard. Usability testing with 5 participants produced 4 findings, all shipped. (zinat.ca/unitypath)

Bibbly - Children's Clothing App with AI Stylist UX/UI Designer & Researcher | 2026

Mobile app pairing a persistent child profile with a conversational AI stylist for sizing, outfit, and budget guidance, a gap found in none of four competitor apps analyzed. Parent research split into efficiency-driven and budget-driven groups, shaping navigation, personalization, and accessibility decisions. (zinat.ca/bibbly)

SKILLS

UX User research & interviews, usability testing, personas, journey mapping, information architecture, wireframing, prototyping, interaction design, design systems, accessibility (WCAG), responsive & mobile-first

Design Visual design, typography, color theory, layout, branding & identity, illustration, digital + print

Tools Figma (incl. Dev Mode), Adobe XD, Illustrator, Photoshop, InDesign, FigJam, Miro, Maze, Jira, Confluence · HTML5, CSS3, JavaScript, jQuery, WordPress, Android Studio, VS Code

Also Conversational AI product design · AI-assisted research synthesis · Agile / Scrum · Lean UX · design sprints

EDUCATION & CERTIFICATION

Certificate, UI/UX Design - British Columbia Institute of Technology (BCIT) 2026

Certificate, Graphic Design (48-credit condensed program) - BCIT 2024

BSc, IT Engineering & Multimedia Design - Azad University 2015

Google UX Design Professional Certificate (Coursera) · Figma & WordPress Essential Training (LinkedIn Learning)