Hadise Gholipour

Product Designer (UI/UX), Brand & Visual Systems

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SUMMARY

Product designer with **6+ years of visual design expertise**, transitioning into **full-cycle product design**. Designed two new features from scratch for a mental health platform, achieving **95.8% usability in Maze testing** (23 users). **Combines UX research**, **interaction design**, and visual craft.

EXPERIENCE

Product Designer (Course Project)

Rahnema College · Dec 2025 – Feb 2026

- Designed RavanDarman, a mental health group therapy platform, owning the full cycle from **UX research to Figma prototype**.
- Introduced two features from scratch: **Online & In-person Group Therapy booking** and a peer Community space.
- Achieved **95.8% task completion** (booking) and **100%** (community) in Maze testing with 23 users — no major iterations required.
- **Validated IA strategy**: "Events" and "Community" naming aligned with user mental models with zero navigation friction.

Graphic Designer & UI/UX Designer Intern

KarjooPlus Human Resources Studio · 2021 – 2024

- **Sole graphic designer** reporting to PM and General Manager — owned visual identity, UI, and brand systems end-to-end.
- Designed landing page sections, banners, and icon set **shipped to production**; contributed to **+15% user retention** in 3 months.
- Built exhibition visual identity across recruitment events; **employer NPS shifted from +14** to **+73** during and +88 post-exhibition.

Freelance Graphic Designer

Independent · 2019 – Present

- Full-service brand design for **30+ clients** across hospitality, events, and professional services.
- Talar-e Shahr Complex (Sarv & Vahid): sole designer for full brand systems across two sectors over 27 months — identity, visual systems, and digital assets. Vahid Restaurant: **full identity** (logo, billboards, menu, Instagram system) — **500+** followers gained in 2–3 months.
- Yalda Entrepreneurship event (**100+ attendees**): posters, invitations, roll up stands, Instagram content.

EDUCATION & LEARNING

Bachelor of Visual Communication (Graphic Design)

Islamic Azad University, Qazvin Branch

2017 – 2019

Associate of Science in Graphic Design

Technical and Vocational University (TVU) - Qazvin Public College

2013 – 2015

SKILLS

Product & UX Design

UX Research · Wireframing · Prototyping · Interaction Design · Information Architecture · Design Systems · Usability Testing

Visual & Brand Design

Brand Identity · Rebranding · Typography · Visual Communication · Campaign & Ambient Design

TOOLS

Figma · Adobe Photoshop · Adobe Illustrator · Maze · CorelDRAW

LANGUAGES

Persian (native)

English (Intermediate)

ACHIEVEMENTS

Product Design Course

Rahnema College

2026

Official Member

Visual Arts Association

2018