



Setareh Shoushtari

Digital Product Designer

✉ setareh.shoushtari@gmail.com

📍 Netherlands, North Holland

📄 setarehshoushtari.com

🌐 [in/setareh-shoushtari](https://www.linkedin.com/in/setareh-shoushtari)

☎ +31-620880139

Imagine a blend of **curiosity**, **creativity**, and a **hunger for learning**, all wrapped up in a passionate soul eager to make a difference. That's who I am, a Digital Product Designer with **+3 year** experience in SaaS, B2B BNPL, B2C, Design Agency in startups and scaled up companies based in The Netherlands, With an extensive background in visual design, I bring a detail-oriented approach and a deep understanding of design principles to enhance product experiences. By merging user needs with strategic goals, I aim to transform 'beasts' into 'beauty'.

Experience

Product Designer

Billr / Sep 2021 - Mar 2023 (Full-time)

Netherlands, Amsterdam

Billr is a B2B Buy Now, Pay Later payment method that simplifies buying and selling online.

- Collaborated with 6+ developers, 3 stakeholders, and 2 product managers to gain a better understanding of the problems I was trying to solve.
- Worked on UX/UI projects for 4 product/features releases, enhancing user experiences and satisfaction.
- Improved the base product through competitor analysis, resulting in a 30% increase in user engagement.
- Developed a design system with 30+ reusable components for consistent and efficient design and development.
- Conducted user interviews and A/B tests, leading to data-driven design decisions that increased user retention.

Product Designer

Sun Analytics BV / May 2021 - Jul 2021 (Contract)

Netherlands, Remote

UniFrame is a SaaS startup that helps companies bring together related information from various sources, creating a more organized system.

- Collaborated closely with a team of +3 developers, ensuring seamless integration of UX and UI design to enhance user satisfaction and overall product experience.
- Worked closely with our team to find optimal solutions for our unique and challenging product, applying UX processes such as creating +10 wireframes and +2 site maps, and conducting usability tests to validate design decisions and ensure an exceptional user experience.

International Relocation and Skill Development

Nov 2019 - Mar 2021

Germany - Finland

- Relocated to Finland in 2018 and later moved to Germany in 2020, experiencing diverse cultures and adapting to new environments.
- Engaged in language learning and improving (Finnish, German, and English) to facilitate seamless communication and understanding the European culture, trends, and way of working.

Design Skills

- User Experience (UX)
- User Interface Design (UI)
- Interaction Design
- Product Design
- UX Research
- Mobile Design
- Web Design
- Wireframing
- Prototyping
- Graphic Design
- Accessible Design
- User-centered Design
- Software as a Service (SaaS)
- User Flows
- Usability Testing
- A/B Testing
- Design Thinking
- Site map

Software

- Figma
- Sketch App
- Adobe XD
- Jira & Confluence
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe Creative Suite
- Hotjar
- Balsamiq

- Pursued skill development and professional growth through self-directed learning and online courses, including Creating User Journey in Interaction Design Foundation, Creating Design System, Interaction Design, and UX Design in LinkedIn, Visual Elements of UI, Web Design, UX Design Fundamentals, and Web Design: Wireframe to Prototype in Coursera, Medium, Udemy, and more.
- Having lived in four countries, I've embraced diverse cultures, becoming naturally adaptable and flexible. This enriching experience enables me to thrive in any global environment.

UI/UX Designer

Sobh-e Agahi / Apr 2017 - Jul 2018 (Full-time)

Iran, Tehran

Sobh-e Agahi is an advertisement online magazine which also creates websites for the customers.

- Collaborated closely with branding and development team to deliver stunning and effective websites for +4 diverse industries, resulting in increased user engagement and customer satisfaction.
- Utilized design systems, prototyping, and client presentations to efficiently manage 10+ web design projects.
- Created 10+ site maps, 30+ wireframes, and 20+ interactive prototypes to craft intuitive and user-friendly websites.
- Successfully designed 10 high-converting landing pages, boosting lead generation and conversion rates for key marketing campaigns.

Graphic Designer

Pars Aks Studio / Aug 2011 - Apr 2014 (Full-time)

Iran, Esfahan

Pars Aks is an advertising agency creating goods and merchandise for companies.

- Designed marketing packages including +30 digital products, +10 stationery, +15 posters, +5 banners, +10 boxes, and +20 business cards using Adobe Illustrator and Adobe Photoshop.
- Produced high-quality photos and videos for companies, ensuring color accuracy and meeting accessibility goals.
- Contributed to the development of successful marketing campaigns and impactful promotional materials.

Photographer, designer

Arash Studio / Jul 2010 - Jul 2011 (Full-time)

Iran, Esfahan

Arash studio is a wedding studio and advertising agency for photographers.

- Worked in a team responsible for photography, album creation, video editing, and graphics and sound management for digital distribution
- Assisted with marketing efforts such as poster and stationery design, branding, and online and offline advertising for the company

Soft Skills

- Problem Solving
- Empathy
- Time Management
- Adaptability

Education

California Institute of the Arts - Coursera

UX / UI Design Specialization

Sep 2020 - Jan 2021

University of Applied Science and Technology

Photojournalism

Feb 2014 - Jun 2016

Undertaken Courses

(In Progress)

- Foundation of UX Design (Goggle - Coursera)
- UX Storytelling (Jeff White)
- Master Digital Product Design: UX Research & UI Design (Udemy)
- Complete Web & Mobile Designer (Udemy)

Hobbies

- Yoga
- Podcasts
- Books
- DIY Projects
- Bouldering
- Pay attention to my cat