

Arshya Moghimi

Product Designer

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SUMMARY

UI/UX Designer with 5+ years of experience creating visually refined, user-focused digital experiences with a strong emphasis on interface design, usability, and brand identity. Experienced in designing simple, intuitive layouts and scalable UI systems that improve user experience while maintaining a clear and cohesive visual language. Focused on bringing empathy, clarity, and aesthetics together to create digital products that feel both beautiful and effortless to use.

EXPERIENCE

Hemenart, Alborz — UI/UX

October 2021 - February 2022

- Orchestrated UI design for digital platforms centered on e-commerce and art, merging visual appeal with user practicality.
- Created and managed a unified design system to enhance the design workflow across various projects..
- Performed user research and A/B testing to enhance interface responsiveness and boost customer interaction

Naqshava, Tehran — Senior UI/UX

September 2023 - February 2024

- Designed dashboards and interactive interfaces for creative and design tools
- Focused on layout systems, typography, and visual hierarchy to enhance user clarity
- Worked closely with product teams to iterate based on feedback and analytics.

Odico, Netherlands — *Product Design*

February 2024 - Till Present

- Designed user-focused solutions from concept to handoff.
- Collaborated with teams to define and refine product features.
- Improved UX through testing and iterative design.

Projects

ONOMIS Dashboard — *Co-Founder & Lead Product Design*

October 2023 - Present

- Designed a multi-purpose enterprise dashboard platform for commercial distribution, focusing on intuitive user flows, scalable interfaces, and complex business applications.
- Collaborated closely with front-end and backend developers to translate product requirements into clear, functional, and visually consistent user experiences.
- Contributed to product planning and feature prioritization by identifying user needs, improving workflows, and turning business requirements into practical design solutions.
- Created scalable UI systems with reusable components, consistent patterns, and clear design standards to maintain a cohesive experience across the product.
- Designed interfaces for complex workflows, dashboards, and data-heavy experiences while keeping usability, accessibility, and visual clarity at the center of the process.
- Worked closely with development teams throughout implementation, reviewing designs, resolving UI issues, and ensuring the final product stayed aligned with the intended user experience and design system.

Skills

Visual Design

Usability Testing

UX Research

User Personas

Wireframing and Prototyping

Interaction Design