



Behnaz HEIDARI

Product Designer

B2B · SaaS · Earth Observation · GIS · Data Visualization · Cloud · AI-Driven Interfaces

Paris, France

[Linkdin link](#)

[Portfolio link](#)

[Contact me](#)

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About

Product Designer with 5+ years of experience crafting complex B2B SaaS interfaces, earth observation platforms, and data visualization products. End-to-end ownership from user research and wireframing through design system delivery and user testing. Proven impact on products selected by Airbus, CNES and ESA.

Work Experience

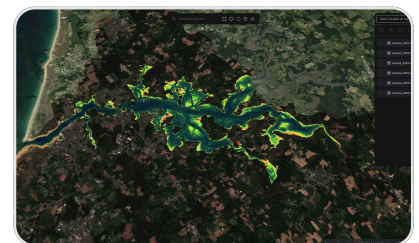
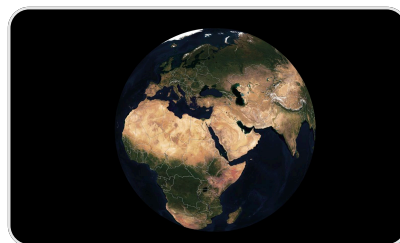
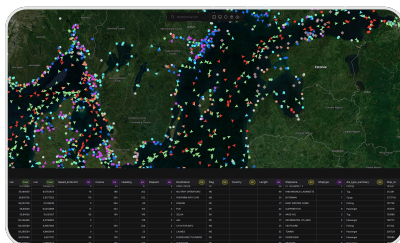
2022 — Now
Paris, France

Product Designer (UX/UI) . Prométhée Earth Intelligence

- Led end-to-end UX for a multi-layer GIS platform: personas, competitor analysis, IA, wireframes, prototyping, user testing
- Designed and documented a full design system (Figma components, tokens) adopted across 3 front-end teams
- Facilitated co-design workshops

Carbon Tracker

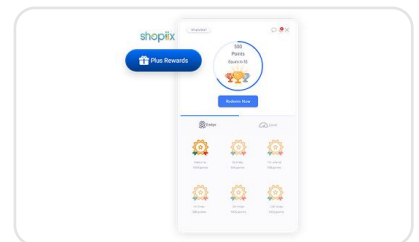
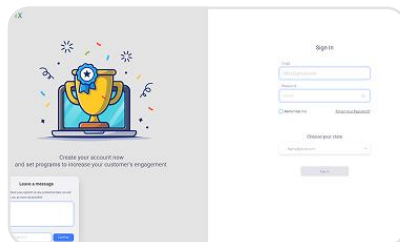
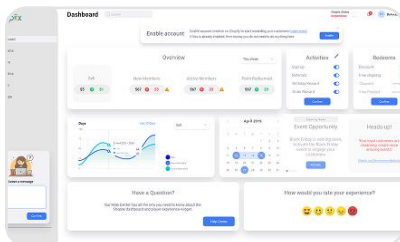
- Designed real-time air quality & CO2 monitoring interface from discovery through launch



2021 (Mars-June)
Ontario, Canada

UX/UI Designer . Shopiix

- Full UX/UI design of a Shopify affiliate loyalty app
- wireframes, prototype, user testing with merchants



Side Projects

- 2025 From confusion to clarity; rethinking **LinkedIn's job** application experience
- 2022 Refahi - RH platform
- 2020 Fresh market - redesign an online fresh fruit and veg delivery
- 2020 Happy Burger - landing page

Education/Formation

- Now UXCEL — AI fundamentals for UX
- 2022 — 2024 UXCEL — Product Designer Course, UX/UI Design
- 2021 — 2022 IDF (Interaction Design Foundation) — UX Design
- 2020 General Assembly — Product Management & UX Design
- 2006 — 2010 Bachelor of Arts, English Language & Literature

Skills

- UX User research & analyze · Personas · Brainstorming · Journey mapping · Wireframing/sketching · Prototyping · Usability testing, documentation, workshops
- UI Design system · High fid interface,
- Tools Figma · Miro · Notion · Jira · GitHub · HTML/CSS · Claude ai
- Language French, English