



Pantea Gholami

Product Designer | UI/UX Designer

(Open to Relocation) Hamburg, Germany

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Product Designer with 8 years of experience across product design and cross-functional roles, specializing in data-heavy B2B/B2C products and translating technical complexity into intuitive, scalable experiences that users can confidently navigate. Delivered measurable business impact including 60% cost reduction and 32% efficiency improvement. Uses AI as daily leverage for prototyping and problem-framing. Owns work end-to-end, collaborating closely with product and engineering, and operates confidently in ambiguous problem spaces.

SKILLS

AI & Vibe Coding: Gemini, Claude, ChatGPT, Perplexity, Lovable, Visily, V0, Figma Make, HTML, CSS

Design: Wireframing, Rapid Prototyping, Design Systems, Visual Design, Interaction Design, Information Architecture, UX Writing, WCAG, Visual Hierarchy, Material Design (MUI), Auto Layout, Responsive Design, Human-AI Interaction, Components, Design Tokens, Agentic Workflow Design, Pixel-Perfect Mockups

Research: User Interviews, Usability Testing, Surveys, Affinity Diagrams, A/B Testing, Heuristic Evaluation, User Journey Map, Atomic UX Research, Desk Research, Personas, Card Sorting, Contextual Inquiry

Product: Design Thinking, Agile, Scrum, Shape Up, Data Analysis, Data-Driven Design, 5 Whys, Crazy 8 Stakeholder Management, Cross-functional Collaboration, Double Diamond, Human-Centered Design

Tools: Figma, FigJam, Adobe CS, Miro, Metabase, Microsoft Clarity, GA4, Jira, Notion, Slack, Confluence

Languages: English (C1), German (A2), Farsi (Native)

EXPERIENCE

Shipzero | UI/UX Designer

Jun 2025 - Apr 2026 | Hamburg, Germany

Logistics carbon management platform (B2B) serving enterprise sustainability teams for measuring, reducing, and managing shipping emissions.

- Redesigned a complex bulk claim workflow for sustainability experts and technical users, cutting repetitive manual work and operational costs, with a 32% improvement in task efficiency.
- Led AI adoption in design workflows through weekly exploration sessions
- Facilitated an AI Exploration Day, enabling cross-functional teams to vibe-code and prototype AI-driven solutions for *communicating ideas faster*
- Designed an intuitive NLP chatbot interface in a company hackathon, achieving first place
- Conducted end-to-end product discovery including user interviews, heuristic evaluations, and rapid prototyping to validate decisions before engineering sprints
- Synthesized user feedback to design transparent feedback loops for complex technical workflows, reducing cognitive load and building user trust

Jobinja | Product Designer

Jun 2024 - Dec 2024 | Tehran, Iran

Job search platform (B2B · B2C) with 50+ employees, the main player in the Iranian market.

Left early due to relocation to Germany for academic studies.

- Redesigned the employer-side user interface of the platform, focusing on usability and visual consistency
- Contributed to building a UI component library to standardize design across the platform

Azki | Product Designer

Sep 2022 - Jun 2024 | Tehran, Iran

Insurance policy aggregator (B2C) with 500+ employees and 80K daily users, selling a policy every 2 minutes.

- Led end-to-end redesign of the third-party policy shipping page (mobile first), reducing delivery incentive costs by 60%, delivery requests by 15%, and time on task by 11%, while increasing conversion rate by 1%
- Led end-to-end redesign of the car body policy landing page (mobile first) using storytelling structure and social proof, increasing engagement by 11%, reducing bounce rate by 15%, and achieving 3x scroll depth
- Led a smoke test for a feature, revealing 27% user interest and indicating strategic bundling potential
- Contributed to the Design System team by designing component guidelines used across 25 products.
- Conducted mixed-method research combining telemetry analysis (GA4, Clarity) with user interviews, usability tests, and card sorting

Alibaba Travels | Project Manager

Feb 2020 - Mar 2022 | Tehran, Iran

Iran's leading online travel company (700+ employees).

- Built Alibaba's travel podcast from scratch as host, producer, director, and editor; the podcast has since grown to over 2M plays across platforms
- Led development of an interactive travel guide series as Product Owner, achieving 500K downloads across 3 destination guides; authored Volume 1
- Designed the UX of interactive e-books and created wireframes for podcast and e-book landing pages
- Led a cross-functional team of 15 professionals through end-to-end execution of both content products

Peeyade | Segment Director / Content Specialist

Jul 2017 - Feb 2020 | Tehran, Iran

Location-based cultural and entertainment platform (75+ employees).

- Designed and led urban experiences including food tours, bike rides, and city walks that became platform bestsellers and consistently sold out
- Mentored local providers on turning their skills into bookable experiences; drove 11% monthly revenue growth in the city segment
- Crafted UX copy for the back-office panel based on UX writing principles to enhance operator experience
- Mentored team members, managed editorial calendar, recruited and guided content writers

EDUCATION

University for the Creative Arts (UCA)

Oct 2024 - Apr 2026 | Hamburg, Germany

Master of Arts, User Experience Design

University of Tehran

Feb 2011 - Sep 2015 | Tehran, Iran

Bachelor of Fine Arts, Visual Communication Design