linkedin.com/in/sevdadanaie
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danaie.sevda@gmail.com
UK: +44 7778 818 908



SEVDA DANAIE

UX/UI DESIGNER

WORK EXPERIENCE

01/2025 Present

Product Designer

Uni-Soft Systems | Full Time | Remote London

- UX Design: User Research, User Flows, High-Fidelity UI, Prototyping, Design Systems
- Tools: Figma, Cursor, v0
- Platforms: SaaS, Mobile, Web

05/2023 11/2024

Product Designer

Optimize Labs | Full Time | London

- Responsible for all aspects of product and user experience
- Hired and managed 2 UX Researchers in Istanbul and London, all from Big Tech background
- Secured advisors from tech leaders inc. Head of Growth at Supercell and Photos PM at Google
- Built MVPs and tested 17 concepts, beta testing across numerous test markets. 2 applications achieved the growth criteria for full launch (App Store)

08/2022 02/2023

UX/UI Designer

Neon Apps | Full Time | On-site Istanbul

- End-to-end ideation and design of new Neon Apps Marketplace applications
- Led discovery and research for 2 major client projects
- Product Designer for Vision AI, DALL-E AI Art Creator; Theme Icon Changer; AI Chat Bot
- Platforms: Mobile, Web

04/2021 06/2021

UX/UI Designer

ColdAxom | Internship | Full Time | Remote London

- Assisted UX Lead on multiple major B2B SaaS engagements
- Responsible for translating client needs to solution concepts
- Led user interviews and project finding presentations to project stakeholders multiple projects

01/2021 04/2021

UX/UI Designer

Uni-Soft Systems | Internship | Remote London

- Led the design and development of a SaaS solution (“Solar Potential”)
- Worked with solutions existing customer base to understand key value points
- Responsible for ensuring progress and successful implementation of tasks according to Trello

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SEVDA DANAIE

UX/UI DESIGNER

EDUCATION

Graduated 02/2021

Azad University South Tehran

Master of Science |
Remote Sensing

Graduated 09/2017

Azad University South Tehran

Bachelor of Civil Engineering |
Surveying

SKILLS

UX Methods

Low to High Fidelity Design and Mockups
Persona
Storyboarding
User Research
Usability Testing
Prototyping
Wire framing
Affinity Diagram

Tools and Design

Figma
Cursor
V0
Adobe Creative Suite (inc. Illustrator and Photoshop)
Trello
Slack/Teams

Programming

HTML/CSS
JavaScript

LANGUAGES

English
Turkish
Persian

CERTIFICATE

Interaction Design Foundation(IxDF)

UX Design
Design Thinking