

Maryam Ladoni

Product Designer

 www.maryamladonidesign.com

 Maryamladoni@gmail.com

 [Maryamladoni](#)

Experienced product designer with over 5 years of leading design projects from conceptualization to the final product. Specialized in crafting high-quality design solutions tailored to both B2B and B2C. Presently dedicated to advancing my skills in leveraging artificial intelligence to enhance user experiences.

SKILLSET

Method

- Design Thinking
- Competitive Analysis
- User Interview
- Qualitative Research
- Quantitative Research
- Usability Test
- A/B Testing
- Iterations

Deliverable

- User Research Report
- User Journey Map
- Design System
- Responsive Design
- Accessible Design
- Persona & Scenarios
- Wireframe & Prototyping

Tool

- Figma
- Photoshop
- Adobe XD
- Miro
- Agile
- Sketch
- Illustrator
- Invision
- Jira
- HTML, CSS

LEADERSHIP

UX Design Club

2021- Present

Founder of community of designers willing to learn and grow together

AWARD

Honorable Mention

Design Challenge 2022

Selected as one of the top 8 designs among 60 entries from different countries

EDUCATION

Master of Fine Arts

@ University of Wisconsin-Madison, Madison, 2017- 2020

BFA Carpet Design

@ University of Kashan, Iran, 2000- 2004

Google UX Design

@ Google Certificate, Coursera, 2021

EXPERIENCE

Product Designer

Zenni Optical, Remote, E-commerce, Healthcare

Nov 2022- Nov 2023

- Contributed to over five projects to **increase revenue by 20%** by working with business partners, UX design, and Dev teams to optimize the existing website.
- Created and documented more than 10 reusable design components, empowering designers to work more efficiently and maintain a cohesive user experience.
- Enhanced the user experience on PLP and PDP, improving accessibility for millions of users.
- Committed to elevating brand excellence in the eyewear industry.

UX Designer

Made and Modern, Remote, E-commerce, B2B clients

Jan 2022- -Oct 2022

- **Owned the entire design process in Made & Modern**, from the concept to creating user-centered designs by analyzing market analysis, data, customer feedback, user research, and usability findings.
- Developed a design strategy that aligns with the business and product goals to create a portal that is easy to use.
- Communicated effectively with the stakeholders and CEO to understand the business goals.
- Reduced the gap between the engineers and designer team by generating and expanding the company design system.

UX/UI Designer

The Africa in Me, Remote

Jan 2021- Dec 2021

- **Delivered a new website redesign that increased the user contribution by 40% in 3 months.**
- Conducted comprehensive research including competitive analysis, heuristic evaluation, and usability testing that speeded up the process of joining as a volunteer by 2X.
- Collaborated with teams in different time zones to translate project requirements and organization objectives into polished user interfaces.
- Communicated the user experience at various stages of the design process with wireframes, flow diagrams, storyboards, mockups, and high-fidelity prototypes.

UX/UI Designer

Freelance, part-time, Wisconsin

Jan 2018- Dec 2020

- Delivered 5 websites for artists to increase their art sales and grow their audiences.
- Owned the review process between the teams, received, and gave feedback.
- Contributed to the creative process through original ideas and inspiration to optimize the selling system for the small business.
- Worked directly with developers for the implementation of the designs.