Zahra Rouhi

Product Designer | UI/UX Designer

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German citizen. Open to hybrid and remote roles in Germany and Switzerland.



PROFILE

Product Designer (UI/UX) with 5 years of experience designing web and mobile products for B2C e-commerce, fintech and community platforms. Takes features from user research, wireframes and prototypes through usability testing to developer handoff, and builds design systems and reusable component libraries. Worked with an AI team to bring an AI-powered recommendation feature (YumGPT) into a consumer product, and completed training in AI for UX/UI design. Decides with data: A/B tests, Google Analytics and audience analytics.

CORE SKILLS

Product design: UX design, UI design, interaction design, wireframing, prototyping, user flows, journey mapping, responsive design (web, mobile, desktop), design systems, design tokens, component libraries, accessibility

Research and validation: User interviews, usability testing, surveys, focus groups, personas, jobs to be done, task analysis, competitive analysis, A/B testing, Google Analytics

AI and product: Designing AI-powered features (recommendation UX), collaboration with AI teams, AI in UX/UI design (course), design thinking, ideation workshops

Tools: Figma, Adobe XD, Zeplin, InVision, Miro, Jira, Trello

Collaboration: Developer handoff, cross-functional work with developers, marketing and AI teams, stakeholder interviews

EXPERIENCE: PRODUCT DESIGN

Product Designer | RiveDrive — Apr 2025 - Present

Remote, part time

Navigation and community app for car and motorcycle enthusiasts: group rides, real-time crew navigation, chat, events and meetups.

- Lead end-to-end product design across mobile and desktop, from discovery to shipped features.
- Built the design system from scratch: UI components, typography, colour and interaction patterns.
- Ran user interviews and usability tests with drivers and riders, and iterated crew navigation, group chat and event booking flows on the findings.
- Work directly with developers through handoff to get pixel-accurate implementation.

Product Designer | Pet Printed GmbH — Aug 2024 - Apr 2025

Remote, freelance

B2C e-commerce company in Germany specialising in pet products.

- Redesigned the product detail page and fixed UX pain points across key user flows to improve usability, engagement and conversion.
- Built reusable UI components so web, mobile and marketing touchpoints stay consistent and scalable.
- Designed seasonal campaign hero banners and newsletters aligned with brand tone and user behaviour.
- Used competitive analysis to inform design decisions. Still supports the team on new design challenges.

Product Designer | YumShare Beta — May 2023 - Jul 2024

Berlin, part time

Social platform that connects friends through personalised recommendations of restaurants, cafes and city venues.

- Created the complete design system and the end-to-end mobile and desktop designs.
- Worked with the AI team to integrate YumGPT, an AI-powered recommendation feature, into the product experience.
- Ran usability testing and folded user feedback into ongoing iterations.
- Designed the Y symbol logo and visual identity for the beta launch.

Junior UI/UX Designer | DEPOT
Aug 2022 - Mar 2023
Berlin, hybrid

Berlin-based retail brand for home, lifestyle and decor products, online and in stores.

- Designed and launched key e-commerce pages and UI elements: Payback page, Klarna integration, Shop by Style and influencer highlights.
- Revamped core UX touchpoints: country and language selection, footer, style guide and banners.
- Ran A/B tests with Google Analytics to improve usability and engagement.

UI/UX Design Intern | Zalamon
Jan 2021 - Dec 2021
Berlin, part time

Berlin fintech startup focused on mobile and QR code payments.

- Worked in a two-designer team on the payment application.
- Created components and design tokens for the design system and supported implementation in the app.
- Designed new layouts and revised existing ones, and contributed to logos and visual consistency.

ADDITIONAL EXPERIENCE

Automotive Content Creator | Self-employed, Instagram and YouTube
May 2025 - Present
Independent

- Grew an Instagram audience from zero to 29k followers with reels, stories and posts. Peak of 1M views and about 200k interactions per month, now about 300k views and 70k interactions per month.
- Built a YouTube channel to 3k subscribers with long-form reviews and technical breakdowns, averaging about 10k views per video and 680 watch hours.
- Own the full pipeline: research, scripting, shooting, editing, thumbnails and publishing, using audience analytics to decide what to make next.

Office Manager | Resourcly
May 2026 - Aug 2026
Mannheim

AI startup building an inventory and parts-data platform for industrial and automotive manufacturing.

- Ran day-to-day office operations, internal events and meetings for the whole team.
- Planned and led external partner events and team offsites from planning through delivery.

Content Executive | WHIP Mobility
Mar 2018 - Mar 2020
Selangor, Malaysia

On-demand car maintenance service in Malaysia.

- Researched automotive topics and customer needs, recommended new topics, and edited and proofread content before publication.
- Coordinated with marketing and design on article visuals and kept website content up to date.

EDUCATION AND TRAINING

BSc Biology, Azad University, North Tehran Branch, 2013 - 2017

Courses: Foundations of UX Design, UX Principles and Processes, AI in UX/UI Design, Design Accessibility, UI/UX and Prototyping in Adobe XD

LANGUAGES

Farsi: Native | English: Advanced | German: B1, working towards B2 | Turkish: Beginner