



Niloofar Ramezanzadeh

UX/UI Designer

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ABOUT ME

UX/UI designer who has always designed for people, first planning personal journeys for hotel guests and travelers, now creating digital experiences grounded in user research. I turn user needs and business goals into clear, accessible interfaces, because good design is the moment someone doesn't have to ask for help.

UX/UI EXPERIENCE

UX/UI Designer

Feb – Jun 2026

Happy Hour, Bootcamp Client Project (UXLand), Website & Mobile App

Italy

- Applied the Double Diamond process, including user interviews, affinity diagramming, and competitive analysis.
- Designed website and mobile app interfaces aligned with user needs and business goals.
- Created site maps, wireframes, and high-fidelity prototypes in Figma; ran usability tests to validate designs and guide iterative improvements.

UX/UI Designer

Oct 2025 – Jan 2026

Saving Face (Freelance), Website redesign

Italy

- Redesigned the website with a team, using heuristic evaluation, competitive analysis, site mapping, and wireframes.
- Prototypes refined through usability testing and iterations.

PREVIOUS EXPERIENCE

Guest Experience Strategist & Front Office Lead

2020 – 2023

Hotel Sinoor

Mashhad, Iran

- Optimized guest journeys, streamlining check-in/out flows and reducing friction across the stay.
- Designed personalized itineraries around guests' time, budget, and interests using persona-driven thinking.
- Resolved guest issues through iterative service recovery and cross-functional coordination, maintaining high satisfaction.

CERTIFICATIONS & TRAINING

AI for Designers · Interaction Design Foundation (IxDF), Online

Sep 2026

UX/UI Design Bootcamp · UXLand Online School, Seattle, USA

2025 – 2026

Figma for UX Design · LinkedIn Learning, Online

May 2026

AI in Education Workshop · Teaching & Learning Center, University of Turin

Mar 2026

Internship, Tourism Activities & Biodiversity Monitoring · Transylvania, Romania

Jul 2025

Board Games as Cultural History Workshop · University of Turin

Feb 2025

PROFESSIONAL SKILLS

UX Research	Interview • Competitive Analysis • Heuristic Evaluation • Information Architecture • Usability Testing
Design	Sketching • Wireframing • Prototyping • Design System • Accessibility
Tools	Figma • FigJam • AI Tools
Soft Skills	Teamwork • Empathy • Problem-solving • Collaboration
Languages	English (C1) • Italian (C1)

EDUCATION

MSc. Cultural Heritage & Creativity for Tourism · University of Turin, Turin, Italy

2023 – 2026

MSc. English Language Teaching · Hakim Sabzevari University, Sabzevar, Iran

2015 – 2018

BSc. Accounting · University of Mashhad, Mashhad, Iran

2008 – 2012