

MARYAM HABIBI

Denver, CO | +1(720) 980-8431 | a.maryamhabibi@gmail.com | [LinkedIn](#) | [Portfolio](#) | [Articles](#)

Senior UX/UI Product Designer with 9+ years of experience designing enterprise platforms, dashboards, and digital products across healthcare, robotics, telecommunications, mobile products, and e-commerce. Skilled in Figma, accessibility, usability testing, responsive design, and design systems. Experienced in translating complex healthcare and operational workflows into intuitive user experiences within agile product environments, with a strong focus on AI-assisted experiences, caregiver tools, and data-driven dashboards..

PROFESSIONAL EXPERIENCE

SENIOR UX/UI PRODUCT DESIGNER

Apr 2024 - Present

DreamFace Technology (Computer Vision and Robotics Lab)

Denver, CO

- Designed healthcare-focused interfaces, dashboards, and workflows for socially assistive and wellness robotic systems supporting caregivers and older adults.
- Created data-driven dashboard experiences translating wellness and cognitive data into actionable insights for care teams.
- Conducted usability testing and accessibility improvements focused on cognitive load reduction and senior-friendly interactions.
- Designed conversational AI experiences and AI-assisted workflows for user-facing applications.
- Collaborated with engineers, researchers, and stakeholders to deliver production-ready UI solutions across web, tablet, and robotic interfaces.
- Contributed to scalable design systems, reusable UI components, onboarding flows, and responsive product experiences.
- Designed product websites, marketing collateral, and support materials for conferences, demos, and stakeholder communication.
- Participated in competitive analysis, UX strategy, and concept ideation for new product features.

DIGITAL EXPERIENCE & ENGAGEMENT ROLES

Aug 2023 - Feb 2025

University of Denver

Denver, CO

- Supported digital learning experiences, accessibility initiatives, and technical operations across multidisciplinary university programs.
- Developed user-focused communication strategies and digital content that increased audience engagement by 70%.

HEAD OF UX, UI, AND DIGITAL PRODUCT DESIGNER

Oct 2018 - Oct 2019

Takhfifan (E-commerce marketplace)

Tehran, Iran

- Led UX/UI design initiatives for a large-scale e-commerce marketplace serving B2C users.
- Redesigned travel booking workflows, contributing to a 30% increase in sales.
- Conducted user research and usability analysis using Google Analytics and Hotjar to improve customer experience.
- Collaborated with product, engineering, and marketing teams to launch new digital services and maintain design consistency.
- Led and mentored designers while contributing to customer experience strategies that supported a 20% market share increase within 12 months.

DIGITAL PRODUCT DESIGNER

Jan 2018 - Oct 2018

Tadbir Gostaran (IT solutions, game design and VAS in the MENA region)

Tehran, Iran

- Designed mobile and web application interfaces in a high-volume VAS and digital product environment.
- Created wireframes, prototypes, landing pages, and visual systems aligned with product requirements.

- Collaborated with product owners and UX teams to improve usability and support rapid design-to-development cycles.
- Developed cohesive visual assets including icons, banners, and interface components.

VISUAL DESIGNER

Feb 2016- Dec 2017

SamanTel (Telecommunications and IT company)

Tehran, Iran

- Contributed to end-to-end product and marketing design initiatives for telecommunications B2B and B2C platforms.
- Participated in usability testing, prototype development, and interface optimization efforts.
- Designed branding systems, icons, and visual guidelines to improve product consistency and brand recognition.
- Collaborated with marketing and PR teams to integrate user insights into digital experiences.

EDUCATION

M.A. Emergent Digital Practices

UNIVERSITY OF DENVER

Sep 2022 - Spring 2025

Denver, CO

Graphic Design

UNIVERSITY OF TEHRAN, COLLEGE OF VISUAL ARTS

Sep 2016 - Feb 2017

Tehran, Iran

B.S. Architectural Technology Engineering

SOORE UNIVERSITY

Sep 2008 - Jul 2011

Tehran, Iran

SKILLS

Product & UX Design

UX/UI Design, Product Design, Enterprise Platforms, Healthcare UX, Dashboard Design, Design Systems, Accessibility Design, User Research, Usability Testing, Responsive Design, Interaction Design, Information Architecture, Wireframing, Prototyping

Tools & Platforms

Figma, FigJam, Adobe Creative Suite, Google Analytics, Hotjar, Unity, Unreal Engine

Collaboration & Handoff

Cross-Functional Collaboration, Agile Product Environments, Design-to-Development Handoff, Component Documentation, HTML/CSS

CERTIFICATES

Designing for Virtual Reality (LinkedIn Learning), Human-Centered Design (Coursera), Design Principles (Coursera), Fundamentals of Digital Marketing (Google)

PUBLICATIONS

Using AI and Natural Language Processing Algorithms to Screen Older Adults with Mild Cognitive or Early Alzheimer's Disease

Clinical trials on alzheimer's disease

2022

CTAD

AWARDS

- Fairfield & Greinetz Scholarships 2022,2023
- The Best Productive Employee of the Year at Takhfifan Company 2019
- Winner of Samantel's Logo Design Competition 2016