

# MARYAM ROOZBEHI

Product Designer | UX/UI | Service Design

[maryam.roozbehi@mail.polimi.it](mailto:maryam.roozbehi@mail.polimi.it) | [+393336016909](tel:+393336016909) | [maryamrz.com](http://maryamrz.com) | [LinkedIn](#)

## PROFESSIONAL SUMMARY

Product and Service Designer combining UX research, service design, UI, visual communication, and AI-assisted workflows to turn complex systems into clear digital experiences. Experienced across healthcare, B2B/B2C platforms, dashboards, service optimization, and conversion-focused journeys.

## Education

**Politecnico di Milano – School of Design** | Master of Product Service System Design | 2023 – 2026 | Grade: 105/110

**Azad University - School of Art and Architecture** | BSc Architecture | 2015 – 2018 | Grade: 17/20

## Experience

**Product Design Intern | Rehabilia Technology (CNR spin-off)** | Milan, Italy | Mar 2025 - Jul 2025

- Supported product strategy and competitor analysis for a digital health platform, helping clarify its value proposition and overall product structure.
- Designed user flows, information architecture, wireframes, and responsive UI, while supporting business development that contributed to **3 new clients** and representation at **3 investor-focused exhibitions**.

**UX Designer - Dashboard & Service Optimization | PerformOS** | London, UK | May 2025 - Jun 2025

- Redesigned a service dashboard workflow by identifying usability gaps and iconography to improve clarity and **reduce access time by approximately 50%**.
- Worked with stakeholders to define requirements and prioritize usability and workflow improvements.

**Educational Content Developer | Coburg University - MixedRealityLab** | Coburg, Germany | Jun 2024 - Sep 2024

- Developed interactive learning content, educational videos, and visual storytelling materials to simplify complex concepts and improve accessibility for diverse audiences.

**UX Researcher & Interaction Designer | Pishgaman Damaneh Fanavari** | Mashhad, Iran | Sep 2021 - May 2022

- Researched for traveler decision-making and redesigned the **comparison, sorting, and decision-support flow** to make travel options **easier to evaluate** in the Alibaba project.
- Translated behavioral insights into clearer user flows and interaction recommendations in collaboration with engineers and stakeholders.

**Design Strategist & Communication Designer | Decorachi** | Mashhad, Iran | Jan 2018 - Sep 2021

- Redesigned the **B2B order-tracking experience**, reducing related call-center contacts by approximately **3x**.
- Introduced **product comparison and cost-calculation features**, **doubling** online quotations and supporting **end-to-end online sales**.

## SELECTED PROJECTS

- EcoFood Experience - Master's Thesis with Ecobnb: Service design, responsible tourism, and human-centred AI for authentic local food discovery by focusing on comparison, AI planning, and local profile visibility.
- Enpal: UX/UI and conversion journey across campaign, landing page, and solar-savings calculator.

## Skills

**UX & Service Design:** User Research, Interviews, Surveys, Competitive Analysis, Information Architecture, User Flows, Journey Mapping, Service Blueprint, Wireframing, Prototyping, Usability Testing, Design Systems, UX Writing

**Product & Business:** Product Strategy, Functional Analysis, Value Proposition, Stakeholder Collaboration, Service Optimization, Workflow Improvement, B2B/B2C

**Tools:** Figma, Miro, Jira, Notion, WordPress, Illustrator, Photoshop, Canva, ProtoPie, AI-assisted research and prototyping

**Language:** English C1, German B1, Italian A2, Persian (mother tongue)