

Rozita Zadeh

Product Designer
UX/UI Designer

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Summary

Product Designer with a background in fashion, sales, and event management. I bring a strong understanding of client needs, having spent years creating personalized experiences in retail, design, and tech-based environments. I'm trained in UX/UI design through CareerFoundry and skilled in user research, prototyping, and testing. I care about making products easy to use and enjoyable, especially for people who may find technology overwhelming. I'm passionate about solving real problems through thoughtful design and clear communication.

Projects

LinkUp CRM – CareerFoundry Product Design Case Study

Product Designer | Apr 2024 – Jun 2024

Designed a mobile-first CRM app to streamline client management for on-the-go users. Led user research, competitor analysis, and MVP definition to inform strategy. Created user flows, personas, and developed low- and high-fidelity prototypes in Figma. Conducted usability and A/B testing to iterate and enhance product usability and engagement.

Education

Product Design Certification

CareerFoundry, Online
April 2024 – Present

Fashion/Apparel Design

Associate of Art | 2015
Fine Art Faculty of Tehran University

Materials Engineering

Bachelor of Science | 2009
Azad University

Expertise

UX/UI Design
User Research
Competitor Analysis
Wireframing & Prototyping
Interaction Design
Design Systems
User Flows & Personas
MVP Strategy
Usability & A/B Testing
Front-End Basics (HTML, CSS, JS)
Team Collaboration

Tools

Figma
Procreate
GitHub
VS Code
Lyssna
Adobe Illustrator
Adobe Photoshop
Sketch
Adobe XD
InVision
Framer
Miro

Work Experience

Senior Lead Sales Specialist

The RealReal | Palo Alto, CA

Apr 2023 – Present

- Built lasting client relationships by developing personalized outreach strategies, maintaining detailed customer profiles, and setting reminders for timely follow-ups.
- Increased client retention by offering tailored solutions and empathetic tech support, especially for senior users navigating complex app features.
- Identified customer needs through purchase history and behavior, applying a human-centered approach similar to user journey mapping.
- Helped onboard new clients by simplifying key app features, contributing to higher engagement and smoother user adoption.

Fashion Designer

Lace and Liberty | San Francisco, CA

Jan 2021 – Apr 2023

- Designed bespoke bridalwear from concept to completion, using technical flat patterning and client interviews to ensure a perfect fit and personalized design.
- Boosted referrals and repeat clients through an empathetic, client-focused design process, echoing the principles of user-centered design.
- Acted as both designer and product developer—collaborating closely with clients to translate their needs into elegant, functional solutions.

Lead Stylist

Anthropologie | Palo Alto, CA

Jan 2018 – May 2021

- Delivered personalized styling experiences by creating full outfit solutions and anticipating customer preferences—similar to user flow optimization.
- Led and trained a team of stylists, mentoring new hires and improving team performance through shared best practices.
- Selected for national pop-up events in multiple U.S. cities; conducted market observations and post-event analysis to support expansion strategy decisions.

Founder & Fashion Designer

Roza Moda | Tehran, Iran

Aug 2010 – Aug 2016

- Founded and led a couture brand focused on luxury, made-to-order fashion using detailed user interviews to define design goals.
- Combined creative direction and business strategy to deliver high-end custom products and foster long-term client loyalty.
- Managed all aspects of design, customer experience, and production—including event management and fashion show coordination.

Event Manager

Rayzan International Conference Center | Tehran, Iran

Aug 2015 – Aug 2016

- Managed day-to-day operations of a multi-salon conference center, coordinating logistics for corporate and cultural events.
- Led a team of 20+ staff to ensure smooth execution and high-quality guest experiences.
- Worked closely with vendors and clients to design tailored event experiences based on audience needs and event goals.
- Successfully secured and delivered a major 3-day event contract worth \$350,000, demonstrating leadership, project coordination, and attention to detail.