

ALI PANAHİ

UX/UI Designer

Eindhoven, Netherlands • Alipanahi090@gmail.com • LinkedIn • Portfolio

PROFESSIONAL SUMMARY

UX/UI Designer with 3+ years of hands-on experience delivering end-to-end digital experiences — from UX research and wireframing to high-fidelity prototyping and developer handoff. Skilled in translating complex user needs and business goals into intuitive, conversion-focused interfaces. Proven track record at high-tech organisations including ASML, with measurable impact: a 30% reduction in time-to-market and a 10% uplift in e-commerce sales. Proficient in Figma, Framer, and design systems, with practical front-end knowledge (HTML, CSS, React) that bridges the gap between design and development. Currently based in Eindhoven; immediately available for junior or medior UX/UI roles in the Netherlands.

WORK EXPERIENCE

UX/UI Designer *Feb 2024 – Present*

Methodila — Design Consultancy Eindhoven, NL

- Conducted a comprehensive UX audit and competitive analysis of the e-commerce ecosystem, identifying key drop-off points and friction in the checkout funnel.
- Restructured the information architecture and user journey, aligning brand identity with user expectations to create a seamless shopping experience.
- Redesigned the full Shopify storefront, directly contributing to a 10% increase in online sales within 3 months of launch.

UX/UI Engineer (Graduation Internship) *Sep 2024 – Feb 2025*

ASML Eindhoven, NL

- Led end-to-end UX research across 5+ internal applications, conducting 15+ stakeholder interviews to surface systemic design inconsistencies and workflow bottlenecks.
- Architected a unified, modular design system consolidating fragmented tools into a single ecosystem, featuring a drag-and-drop component framework for flexible layout customisation.
- Reduced redundant development cycles by enabling teams to deploy new application scenarios via reusable components — accelerating time-to-market by 30% without rewriting core code.

UX/UI Designer (Internship) *Sep 2023 – Feb 2024*

Edorado — Electric Boat Technology Dordrecht, NL

- Designed the Human-Machine Interface (HMI) for high-performance electric boats, balancing a premium, minimalist aesthetic with safety-critical functionality to reduce driver cognitive load.
- Mapped the end-to-end user journey from onboarding to real-time navigation, applying rapid prototyping and usability testing to resolve friction in high-vibration, outdoor marine environments.
- Architected a scalable layout system for critical data visualisation, ensuring effortless readability of telemetry and battery metrics at a glance.

Board Member & Head of Marketing *Sep 2020 – Feb 2025*

PROXY Student Association Eindhoven, NL

- Led a cross-functional marketing team of 10, directing promotional strategy and brand alignment across campuses for a community of 400+ members.

- Introduced agile workflows and design review processes, ensuring consistent visual identity and quality campaign rollouts across multiple digital and physical channels.

PROJECTS

Phygital UX Designer — CruyffConnect²⁰²⁴

Johan Cruyff Foundation (Dutch Design Charrette — Winner) Eindhoven, NL

- Designed the physical-digital interface for a gamified ecosystem promoting social inclusion and collaborative teamwork among children.
- Conducted on-site field research and usability testing with children; translated behavioural observations into high-contrast visual cues and low-cognitive-load interaction loops.
- Applied inclusive design patterns to ensure hardware-software touchpoints were accessible to children of diverse physical and neurodivergent abilities.

EDUCATION

Master of Applied IT *Feb 2026 – Feb 2027*

Fontys University of Applied Sciences Eindhoven, NL

Bachelor of Science — Information & Communication Technology *Feb 2020 – Feb 2025*

Fontys University of Applied Sciences Eindhoven, NL

Minor: Digital Experience Design | GPA: 7.7 / 10

SKILLS

UX & Design

User Research	Usability Testing	Heuristic Evaluation
Wireframing	Prototyping	Information Architecture
Customer Journey Mapping	Design Systems	Component Libraries
Figma	Framer	Webflow
GSAP / Motion Graphics	Miro	Zeroheight

Development & Tooling

HTML / CSS	JavaScript	React / Next.js
Git	Jira	Agile / Scrum
Developer Handoff	A/B Testing	Shopify

Soft Skills

Stakeholder Management	Strategic Problem-Solving	Analytical Thinking
Cross-functional Collaboration	Empathy & User-Centricity	Proactiveness

LANGUAGES

Persian (Native) English (Fluent / C1+) Dutch (B1 — in progress)