



Niusha Samadifar

UX/UI Designer

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Portfolio: niushasamadifar.com

PROFILE

UX/UI Designer with 3 years of hands-on product design experience in B2B SaaS, healthcare and gaming, and an MSc in Computer Engineering from Politecnico di Torino. I plan and run user research and usability tests, turn the findings into clear flows and high-fidelity prototypes in Figma, and build my concepts as working websites with HTML, CSS and JavaScript. Developers get designs they can actually build, and users get to test the real thing early.

WORK EXPERIENCE

Freelance UX/UI Designer

May 2025 - Present

Self-employed, Hamburg, Germany

Product Designer (Working Student)

Jan 2024 - May 2025

Roboto, Gaming

- Redesigned the Roboto game website to make it easier to use and more consistent on desktop and mobile.
- Designed interactive sponsor pages that explain the value of a partnership through simple storytelling and a clear visual hierarchy.
- Created the interfaces for competitions and tournaments, giving the player community more ways to take part.

UX/UI Designer (Master Thesis)

Dec 2023 - Jun 2024

Tonic Minds, Badacare healthcare platform

- Mapped how recruiters search, filter and assign caregivers, and defined the events and acceptance criteria used to track these tasks.
- Introduced location-based entry and an urgency model, which reduced navigation errors and task time by 25% and made time to first action 30% faster.
- Redesigned the dashboard and filters, cutting the time recruiters spend looking for information by 40%.

Product Designer (Working Student)

Dec 2022 - Dec 2023

Evopricing, ToolsGroup, B2B SaaS

- Simplified the AI forecast and revenue views based on user testing, which reduced support tickets by 25%.
- Designed and delivered two SaaS demo projects for pricing, boundaries and replenishment within 3 months, used by more than 25 people and contributing to 30% lower churn and 20% higher customer satisfaction.
- Published final prototypes directly from Quant-UX and Anima without custom code, saving about 150 hours of development time.

SKILLS

UX: User research, user interviews, surveys, usability testing, heuristic evaluation, personas, journey mapping, information architecture, user flows, wireframing, prototyping, A/B testing

UI: Visual design, design systems, responsive web design, interaction design, motion design, accessibility (WCAG)

Tools: Figma, FigJam, Miro, Adobe XD, Photoshop, Illustrator, After Effects, Jira, Confluence, Notion

Development: HTML, CSS, JavaScript, TypeScript, GitHub, Vercel

SELECTED PROJECTS

Ritorno Automobili, luxury car website redesign

[Case study](#) | [Live website](#)

- Audited a restomod car maker's website against usability heuristics, created a new brand identity and rebuilt the site with a 4-step car configurator and a before/after slider.

Badacare, recruiter dashboard for a care platform

[Case study](#) | [Live prototype](#)

- Master thesis project. Redesigned the search, filter and assign flow for recruiters, tested with real users and rebuilt as a working prototype.

Shop by Shape, e-commerce feature

[Case study](#) | [Live website](#)

- A feature that recommends clothes based on body shape. Built personas, ran card sorting and usability tests, and designed a responsive store.

Budget Travel, mobile app

[Case study](#) | [Live app](#)

- Redesigned a travel app around the user's budget, based on a survey with 113 people and 15 interviews, then built it as a working mobile prototype.

Mitchell's Ice Cream, online ordering redesign

[Case study](#) | [Live website](#)

- Ran a heuristic evaluation and task-based usability tests on the ordering flow and redesigned it as a responsive website.

EDUCATION

MSc Computer Engineering

2020 - 2025

Politecnico di Torino, Italy

- Thesis: UX/UI Redesign of a Healthcare Platform (Badacare)

BSc Computer Engineering

2012 - 2016

Islamic Azad University, Iran

- Relevant courses: Human-Computer Interaction, Web Applications, Computer Architecture

CERTIFICATIONS

- [Foundations of User Experience \(UX\) Design](#) | Google, Coursera
- [Start the UX Design Process: Empathize, Define, and Ideate](#) | Google, Coursera
- [Build Wireframes and Low-Fidelity Prototypes](#) | Google, Coursera
- [Conduct UX Research and Test Early Concepts](#) | Google, Coursera
- [Create High-Fidelity Designs and Prototypes in Figma](#) | Google, Coursera
- [Design Thinking for Innovation](#) | University of Virginia, Coursera
- [UX/UI Design Certificate](#) | UXLand

LANGUAGES

English: Fluent | German: B1 (actively improving) | Persian: Native