






# Sepideh Zehtab

UX/UI & Visual Designer

 **Portfolio:**  
[www.sepideh-zehtab.de](http://www.sepideh-zehtab.de)

 sepide.zehtab@gmail.com

 0152 03846314

 Frankfurt am Main

## Interessen

### Nature & People

I love spending time outdoors, whether for a weekend getaway with friends and family or a quiet moment of reflection in nature.

### Gardening

I am teaching myself gardening and find it fascinating how much patience and attention plants require — and how much they give back.

## Sprachen

- German (Fluent)
- English (Intermediate)
- Persisch (Muttersprache)

## About Me

I am a UX/UI designer with a background in communication and graphic design. For me, great design is more than aesthetics — it's about creating intuitive and meaningful experiences.

I merge brand identities with well-thought-out interfaces, developing designs that not only look good but also feel right. My work is user-centered, iterative, and continuously optimized to create real value.

I deeply appreciate the diversity of people and believe that the best solutions emerge through creative exchange and collaboration.

## Work Experience

### Internship

Peter Schmidt Group, Frankfurt | 10.2021 – 02.2022

- Assisted in developing and implementing corporate design concepts.
- Contributed to the creation of client presentations.
- Conducted image and material research.

### Junior Graphic Designer

Katibekaran Advertising Agency, Iran | 03.2013 – 09.2016

- Designed branding and marketing materials for print & digital media.
- Developed visual concepts & layouts, including image research.
- Collaborated with the team to implement design projects according to CI guidelines.

## Education

### UX/UI Design Certificate

Cimdata Bildungsakademie | 02.2024 – 08.2024

Intensive UX/UI program focusing on user experience, interface design, prototyping, web development, usability testing, interaction design, design thinking, and strategic problem-solving.

### Bachelor of Arts in Communication Design

Hochschule Mainz | 04.2018 – 02.2023

### Bachelor of Arts in Graphic Design

Ferdowsi University Mashhad | 09.2008 – 02.2013

# Skills

## UX/UI Design

User Experience Design . User Interface Design  
Interaction Design . Wireframing . Prototyping .  
Style Guides . Design Systems . Responsive &  
Mobile Design . User Flows . Design Sprints

## Research

User Interviews . Surveys . Competitive Analysis  
Expert Review . Usability Testing . Affinity Maps  
Card Sorting . Personas . Information  
Architecture . Sitemap . Design Thinking

## Communication & Graphic Design

Visual Design . Motion Design . Sketching .  
Typography . Editorial Design . Icon Design . Logo  
Design . Corporate Design . Corporate Identity .  
Brand Communication

## Soft Skills

- Cross-functional collaboration and communication
- Provide and solicit feedback
- Rapid iteration
- Human-centered approach

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## Technische Fähigkeiten

### Design & Prototyping

- Figma 
- Sketch 
- Adobe XD 
- Miro 


### Grafik & Animation

- After Effects 
- InDesign 
- Illustrator 
- Photoshop 

### Web & Entwicklung

- HTML & CSS 
- WordPress 

### Projektmanagement

- Trello 
- MS Office 

## Selected Projects

### Curly-Care – App Design

Class Project @ Cimdata | 07.2024 – 08.2024

A digital solution that supports people with curly hair through personalized care routines, product recommendations, and a community. Based on 20 interviews and a survey with 105 participants, an iterative, user-centered app design was developed.

### DB Casino – Icon Design

Client Project @ Peter Schmidt Group | 01 – 02.2022

Designed an icon series for Deutsche Bahn, based on corporate design guidelines.

### Website Redesign – Hochschule Mainz

Class Project @ HS Mainz | 10.2019 – 03.2020

Redesign of the website for the Communication Design program, reflecting the open, visual, and dynamic character of the discipline while showcasing students' creative work. The final design was adopted by the university.

### sum – The Future of Food (Corporate Design)

Best Project of the Semester @ HS Mainz

With the fictional brand 'sum,' we introduced insects as food into German supermarkets — highlighting their role as a sustainable protein source and a connection to a culinary tradition embraced by a third of the global population.