

Nima Saraeian

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Professional Summary

UX Designer & Researcher with a strong background in **marketing, consumer psychology, and AI-powered behavior analysis**. Over 12 years of experience in **user research, digital marketing, and business strategy**, recently transitioned into **UX design** with expertise in **human-centered design, usability testing, and AI-driven user analysis**. Skilled at combining **psychology, design thinking, and data science** to create engaging, intuitive, and impactful digital experiences.

Core UX Skills

- **UX Design & Research:** User-Centered Design (UCD), Wireframing, Prototyping, Usability Testing, Information Architecture
 - **Tools:** Figma, Adobe XD, Photoshop, Corel, Canva, PowerPoint (advanced for presentation design)
 - **Front-End Familiarity:** React (basic), Next.js (basic), Tailwind CSS (basic)
 - **Research & Data:** User Interviews, Personas, Journey Mapping, A/B Testing, Consumer Behavior Analysis, Data Visualization
 - **Marketing & Psychology Integration:** Neuromarketing, Digital Psychology, User Typology, AI-driven behavior prediction
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Relevant UX Experience

Founder & UX Researcher | Selphlyze AI Project (2023 – Present)

- Designed a **psychological AI-powered UX platform** for deep user profiling.
- Conducted **user research** with over 500 participants across cultural backgrounds.
- Created **wireframes and prototypes** for modules (ShadowTrace, Aesthlyzer, EmoConnect).
- Integrated **AI & psychology** to personalize user journeys and improve engagement.

UI/UX Designer (Freelance Projects) (2022 – Present)

- Designed landing pages, dashboards, and mobile-first prototypes for startups.
- Applied **UX writing** and **micro-interaction design** to improve usability.
- Used **Figma** to deliver high-fidelity designs aligned with client branding.

Lecturer & Trainer | Lotus Business School (2011 – Present)

- Conducted workshops on **consumer behavior, digital psychology, and branding**.
 - Integrated UX principles into courses on **communication design & marketing strategy**.
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Education

- **M.A. in Electronic Business** – Urmia University
 - **B.A. in Business Management (Marketing)** – Urmia University
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Certifications

- UX/UI Design – (to be added if you complete Figma/UX course, e.g., Google UX Certificate)
 - Sales & Marketing – QAL UK
 - Strategic Management – TUV England
 - Data Science (Ongoing Professional Course)
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Portfolio Projects (*to showcase in interviews*)

- **Selphlyze App (AI-Psychology Platform)** – UX case study on behavior-driven design.
 - **BamBam Döner (Spain)** – Marketing website with UX-driven user journey mapping.
 - **Joblyze Prototype** – Career-matching tool with **aesthetic-based UX test**.
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Interests

- UX & AI Integration | Consumer Psychology | Behavioral Design
- Arts (Cajón, Daf, Bongo, Theater) | Sports (Basketball, Swimming)