Elnaz Koupaei

UX/UI Designer

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Profile

UX/UI Designer with 2.5+ years of experience designing mobile and web products that solve real user problems while meeting business goals. I lead user research, design solutions, test ideas with real users, and use AI tools and coded prototypes to validate solutions faster. My background in IT engineering, teaching, and running a handmade products studio has made me a designer who balances logical thinking with deep user empathy. I'm a strong storyteller who sees a digital product as a collection of stories, each one engaging users while meeting their needs.

Experience

UX/UI Designer

May 2024 – Present

Sokhan · EdTech Startup

A mobile and web platform extending classroom English learning through homework submission, feedback, and progress tracking.

- Led interviews and surveys with Gen Z students and teachers, uncovering pain points in homework submission, feedback, and motivation that shaped core features
- Designed homework submission, feedback, micro-learning, and progress tracking across mobile and web, from user flows to high-fidelity prototypes, in a two-person design team
- Ran in-person usability tests with students and iterated on the designs, simplifying homework submission and making feedback easier to notice
- Found that long, numerous micro-learning units increased cognitive load and lowered motivation; redesigned them into fewer, bite-sized lessons suited to Gen Z attention patterns
- Structured the information architecture and navigation to make homework more enjoyable and easier to manage, motivating students to keep up at home
- Built coded prototypes in VS Code (HTML, CSS, JavaScript) for interactions Figma couldn't simulate, enabling more realistic usability testing
- Integrated AI tools across the design process, from brainstorming and interview prep to research synthesis and rapid prototyping, while keeping decisions user-driven
- Presented design decisions to the product manager and stakeholders, and handed off build-ready designs to developers via Figma Dev Mode in Agile sprints

Designer & Studio Owner

Feb 2014 – Apr 2024

Botehchin · Handmade Concept Products Studio

- Led a team of three and ran studio operations, building a self-driven culture and using Agile practices to plan and deliver products
- Ran customer surveys and interviews, turning insights into product improvements such as more durable glazes, customizable designs, and new sizes
- Designed handmade concept products tailored to each customer, translating personal stories into meaningful products
- Redesigned how new collections were presented and launched to drive sales
- Designed and facilitated storytelling-based crafting workshops for participants of all ages and skill levels
- Created data-informed social media visuals and messaging that increased brand engagement

Language Teacher & Researcher

Oct 2009 – Sep 2012

Gooyesh · Language Institute

- Taught English to children, Gen Z learners, and older adults, adapting lessons to different levels and learning styles
- Researched learners' needs and motivations to design engaging lesson activities
- Interviewed students and parents each semester, turning feedback into teaching improvements that increased classroom engagement

Education

UX/UI Bootcamp Course

Jan 2024 – Apr 2024

Spiced Academy · Berlin

550-hour full-time program covering user research, usability testing, prototyping, and design systems, including the use of AI tools in the design process, with 4 individual and team projects.

Individual Projects

- Redesigned a key user flow of a productivity app to fix usability issues and improve visual consistency

Team Projects

- Designed a receipt-scanning feature for a budget tracking app to automate transaction entry
- Designed a beauty e-commerce app with inclusive product discovery for diverse skin tones
- Designed Berlify, an app guiding expats in Berlin through bureaucratic processes such as address registration and tax ID

Foundations of UX Design

Sep 2022 – Jan 2023

Coursera · Google

Learned UX foundations, design thinking, and core design principles; created wireframes and prototypes in Figma for a virtual painting gallery app and took part in peer reviews.

Introduction to Psychology

Jan 2022 – Mar 2022

Coursera · University of Toronto

Studied the principles of human behavior, cognition, perception, memory, and social behavior, helping me better understand user needs and inform user-centered design decisions.

Bachelor of IT Engineering

Oct 2005 – Jun 2009

Esfahan University

Built strong analytical and problem-solving skills through programming, data structures, statistics, and AI. Exposure to e-commerce concepts supported data-driven thinking and a deeper understanding of user behavior in digital products.

Skills

UX and Research

Interviews & Surveys · Competitive Analysis · User Journey Mapping · Information Architecture · User Persona Development · Usability Testing · A/B Testing · Research Synthesis

Design and Prototyping

Visual Design · UI Design · Prototyping · Interaction Design · Design Systems · Wireframing · Coded Prototyping · Responsive Web Design · Accessibility

Product Thinking & Collaboration

Storytelling · Critical Thinking · Problem-Solving · Team Collaboration · Stakeholder Communication · AI-Assisted Design · Developer Handoff

Tools

Design, Research & Collaboration

Figma · Adobe XD · Framer · Slack · Notion · Miro · Maze · Google Forms · FigJam

AI Tools

Midjourney · ChatGPT · Gemini · Figma AI · Figma Make · Claude · NotebookLM

Prototyping & Code

VS Code · GitHub · HTML · CSS · JavaScript

Languages

English · C1 · German · B1 · Persian · Native