

ROJIN ROKHOSH

Senior Product Designer | UX/UI Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience designing end-to-end digital products across fintech, Web3, healthcare, and travel. I work closely with product and engineering teams, from initial research through high-fidelity UI released to production. I helped scale a Web3 platform to 11,000+ users (200% month-on-month registration growth) and improved a travel platform's SEO ranking from ~35th to 2nd on Google through UX and information architecture improvements. I move comfortably across the full product lifecycle — research, information architecture, design systems, and craft — with hands-on front-end implementation skills (HTML/CSS/JS) on selected projects.

KEY ACHIEVEMENTS

- Scaled THE GAME, a Web3 fantasy football platform, to 11,000+ users — 200% month-on-month registration growth and 500% increase in deposits post-launch (Starcks.io).
- Moved primary flight-booking keyword rankings for a travel platform from ~35th to 2nd on Google through UX improvements and information architecture restructuring (Safarestan & Irsa).
- Delivered 30+ client websites and 10 complete brand identities across healthcare, hospitality, beauty, and transport sectors (Resilienceagency.it).
- Master's Degree in Design & Multimedia, Sapienza University of Rome — 110/110 with honours.

SKILLS

Product & UX Design: Product Design · UX Research · Interaction Design · Information Architecture · User Flows · Wireframing · Prototyping · Usability Testing · Design Systems · Accessibility (WCAG) · Visual Storytelling · Journey Mapping · Personas · Competitive Analysis

UI & Visual Design: UI Design · Visual Design · Brand Identity · Motion Design · Responsive Design · Mobile-First Design · Data Visualisation

Tools: Figma · Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere) · Webflow · Sketch · InVision · Axure · Maze · Zeplin · Miro · Lottiefles · Canva · Trello

Technical: HTML · CSS · JavaScript · Multilingual & Responsive Web Implementation

Collaboration: Cross-functional Partnership with Product & Engineering · Stakeholder Management · Agile/Iterative Workflows · Developer Handoff · Creative Direction

PROFESSIONAL EXPERIENCE

Senior UX/UI & Web Designer | Resilienceagency.it — Rome, Italy

May 2025 – Present

- Autonomous end-to-end design management for 30+ client websites (healthcare, hospitality, beauty, transport, and professional services) — from discovery and UX strategy through wireframes, prototyping, and high-fidelity UI ready for developer handoff.
- Created and maintained scalable design systems and reusable component libraries to ensure output consistency and accelerate delivery across simultaneous projects.
- Delivered 10 complete brand identities — logo systems, typography, colour, and visual guidelines — each aligned to the client's specific market positioning.
- Worked directly with developers and business stakeholders to translate commercial requirements into user-centred, released products, including hands-on front-end implementation (HTML/CSS/JS) on selected projects.

Senior Product & UX/UI Designer | Starcks.io — Rome, Italy

Feb 2023 – May 2025

- Led end-to-end UX/UI design for THE GAME, a mobile-first Web3 fantasy football platform, from ideation to launch — driving 11,000+ users, 200% month-on-month registration growth, and 500% increase in deposits post-launch.
- Collaborated with product managers and engineers across ideation, iteration, and implementation phases, integrating design directly into feature planning and release cycles.

- Directed user research — competitive analysis, personas, journey mapping, usability testing — defining key product decisions.
- Built reusable UI components and a scalable design system supporting faster feature delivery during product growth.
- Redesigned the company website and led the visual evolution of the Starcks brand across product and marketing touchpoints.

UI/UX & Visual Designer | Deriv.com — Cyberjaya, Malaysia

May 2019 – Oct 2021

- Designed responsive interfaces and onboarding flows for Deriv's financial web platform and client-facing landing pages, from wireframes through interactive prototypes.
- Created illustration, icon, and UI asset libraries integrated into the company's global design language and brand system.
- Collaborated cross-functionally with engineering and marketing teams to deliver consistent experiences across multiple platforms.

UI/UX Designer | Safarestan & Irsa — Tehran, Iran

Mar 2018 – May 2019

- Led cross-platform redesign of web and mobile booking experiences, streamlining travel planning flows and unifying the interface system across desktop and mobile.
- UX restructuring, landing page optimisation, and interface consistency improvements contributed to moving the platform's primary flight-booking keyword rankings from ~35th to 2nd on Google.
- Collaborated with developers throughout implementation to preserve design quality from specification to release.

UI/UX Designer | AVAYeRASA (Havosh) — Tehran, Iran

Jan 2017 – May 2018

- End-to-end design of responsive websites, from initial research through high-fidelity interfaces, with testing and iteration based on usability feedback.
- Delivered developer-ready design documentation and specifications, working cross-functionally to release intuitive digital experiences.

Graphic Designer & UX Generalist | EtoukSazan — Tehran, Iran

Apr 2016 – Jan 2017

- Conducted user research and designed UX/UI from scratch for L-Map, an early-stage startup product, including wireframes, prototypes, and responsive interfaces.
- Worked directly with founders and stakeholders to translate early business objectives into tangible product decisions.

EDUCATION

Master's Degree in Design & Multimedia | Sapienza University of Rome, Italy

Sep 2023

Specialisation: Design and Visual Communication — 110/110 with honours | Thesis: "The role of storytelling in visual design for NFT and Web3 games."

Bachelor's Degree in Architectural Design | Bu-Ali Sina University of Art & Architecture, Iran

Sep 2015

Relevant coursework: Graphic Design, Project Management

LANGUAGES

English (C1) | Italian (B2) | Persian (Native) | Kurdish (Native)

CERTIFICATIONS

- Google UX Design Certificate
- TOEFL Certification
- LinkedIn Learning — Design courses