

Maryam Moradian

Senior Product Designer

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Professional Summary

Senior Product Designer with 7+ years of experience across industrial and digital product design, specialising in complex B2B workflows, UX research, and scalable design systems. Promoted to Product Designer at GEBIOM Group after demonstrating end-to-end ownership across medtech and retail products. Consistently bridges user needs, business priorities, and technical constraints — from early discovery through implementation-ready handoff. Holds an M.Sc. in Human-Computer Interaction with applied research in AI-assisted health technology.

Selected Highlights

- Promoted from UX/UI Designer to Senior Product Designer at GEBIOM Group in September 2024.
- Built scalable design systems across 9 projects spanning 5 brands, improving cross-team consistency and reducing design-to-development friction.
- Created product pitches for 3 products (IEE Mobile App, Sole Logic, Elten web app), contributing directly to funding approval for all three.
- Partnered with University of Siegen research group to integrate clinical research findings directly into product design decisions.

Core Skills

Complex workflow design · UX research & usability testing · Design systems · Information architecture · Interaction design · Stakeholder alignment · B2B & B2C product design · Prototyping & wireframing · Cross-functional collaboration · Dev handoff · Accessibility (WCAG) · Discovery & definition

Tools: Figma · FigJam · Miro · Jira · Azure DevOps · Confluence · HTML/CSS

Professional Experience

Senior Product Designer | **GEBIOM Group** | Feb 2022 – Present

Promoted from UX/UI Designer to Product Designer in September 2024

- Own product design end-to-end across web and mobile — from problem definition and early discovery through to implementation-ready specs — for B2B medtech tools and B2C retail experiences.
- Led user research and usability testing across the full product lifecycle; findings directly shaped workflow redesigns and informed go/no-go decisions on key feature directions.
- Built and evolved scalable design system foundations across 9 projects spanning 5 brands, improving cross-team consistency and reducing design-to-development friction.
- Created product pitches and presentation materials for three products (IEE Mobile App, Sole Logic, Elten web app), contributing directly to funding approval for all three.
- Drove alignment across engineering, product, and external research partners — facilitating trade-off decisions between user needs, technical constraints, and business priorities at key milestones.
- Partnered with the University of Siegen research group to integrate academic findings into product decisions, connecting clinical insights with design direction.

Web Content Manager | **University of Siegen** | Sep 2021 – May 2023

- Managed and updated university website content, improving usability, content clarity, and navigation for student-facing information.
- Implemented HTML and responsive layout updates to improve content presentation and accessibility.

English Language Study & IELTS Certification | 2019 – 2020

Completed IELTS in preparation for graduate admission in Germany; relocated from Tehran to Düsseldorf.

Lead Industrial Designer | **Mesina Group** | Feb 2018 – May 2019

- Led an industrial design team developing ergonomic, user-centred hardware products from concept through production refinement.
- Ran user research and market analysis to shape product strategy and prioritise design directions.
- Built and tested prototypes to validate concepts early, reducing iteration cycles before manufacturing.
- Collaborated closely with engineering and manufacturing to balance form, function, and delivery constraints.

Industrial Designer | **NTP Design** | Sep 2017 – Mar 2018

- Developed 3D models and supported design validation to translate concepts into production-ready directions.
- Researched and proposed new product concepts aligned with user needs and business opportunities.

Education

M.Sc. Human-Computer Interaction | University of Siegen, Germany | Oct 2020 – 2024

Thesis: Promoting regular care for preventing diabetic foot diseases using foot mapping technologies and artificial intelligence

M.Sc. Industrial Design | Alzahra Art University, Tehran | Jan 2016 – Jul 2017

B.Sc. Industrial Design | Tabriz Art University, Tabriz | Jan 2011 – Sep 2015

Languages

Persian (Native) · English (Professional) · German (B1 — actively progressing)