

Sr. Product Designer / UX Designer

# Fatemeh FARAJMANDI

www.fatemehfarajmandi.com

Professional  
Experience

09/2021  
Present

## Sr. Product Designer - Farmers Business Network (FBN)

Remote

- Played a key role in transforming the e-commerce experience for the Shop side of FBN.
- Designed and enhanced the online store, contributing to projects such as "Pest Project," "Do the Math," "AcrePlan," and "Shopping List" for admin users and farmers.
- Engaged with Account Executives, sales teams, agronomist and farmers, conducting comprehensive research to align designs with user needs.
- Collaborated with stakeholders, project managers, and engineers, ensuring a user-friendly experience.
- Established and maintained the Shop Design Library to enforce consistency, improve efficiency, and enable faster iterations.

05/2017  
09/2021

## Sr. Product Designer - Early Warning Services (Zelle® - P2P payments)

San Francisco, CA - United States

- Led product design for various Zelle products, including "Zelle Ready Friends," "Bill Pay," "Charitable Donation," and "eCard."
- Contributed to significant enhancements in the overall Zelle experience.
- Participated in discovery, ideation, storyboarding and research.
- Created flow diagrams, wireframes, and prototypes, ensuring alignment with requirements.
- Collaborated with designers, product managers, and engineers to bring designs to life.

11/2013  
12/2016

## UX Designer - Cisco Systems

San Francisco, CA - United States

- Led interaction design for various Webex products, including "Team Content Sharing," "Team Meetings," and "Cisco App Hub (Integration & Bots)" features.
- Created flow diagrams, information architecture, wireframes, and prototypes.
- Collaborated with cross-functional teams to determine the phasing of upcoming features.
- Worked across multiple platforms and devices, ensuring a cohesive user experience.

01/2012  
11/2013

## UI & UX Designer - Mindjet

San Francisco, CA - United States

- Led UI design for Mindjet's products ([Mindjet Tasks](#) & [Mindjet Maps](#)) across all platforms (Mobile, Tablet, Desktop & Web for both iOS & Android).
- Incorporated new style, typography, and iconography based on updated branding standards.
- Collaborated with designers, product managers, engineers, and external designers from project inception to implementation.
- Ensured the meticulous implementation of visual design specifications by working closely with engineering & QA.

02/2008  
09/2011

## Art Director & Designer - Roche Pharmaceuticals

Paris - France

Art Director (07/2010 - 09/2011), Designer (02/2008 - 07/2010)

- Led end-to-end digital design initiatives for public-facing websites, ensuring a cohesive experience across all platforms (mobile, tablet, and desktop) while strictly adhering to Roche corporate guidelines and legal requirements.
- Orchestrated client requirements gathering, maintaining a seamless interface with project managers, internal and external design agencies, and engineers throughout the design process.
- Executed UX and UI design for high-impact projects, including the [Avastin website \(Global\)](#), [ADC's research website \(Global\)](#), [MabApp](#) catering to physicians in Germany, the AntiHer2 app tailored for physicians in Spain, and the GFR calculator app addressing physicians' needs in Germany.

11/2001  
07/2006

## Art Director & Designer - AICTC

Tehran - Iran

- Gathered client requirements and collaborated closely with project managers and engineers.
- Ensured overall design and quality control of various websites.
- Designed projects including Hafezieh website, K.I.M Co. website, Armenian miniature website, E-iccim website, Neguin website, ITV project (Interactive TV), eLearning portal, and Kowsar Mining website.

2012  
Present

## Photoblog, "LookingWith..."

@LookingWith

- A photoblog that take in the sights with fellow human from around the world.

Personal  
Projects

Education

2006  
2008

## Franche-Comte University

Master of Product & Multimedia Services  
Focus on Digital Arts  
Montbéliard - France

1995  
2000

## Azad University

Bachelor of Science, Software Engineering  
Shiraz - Iran

Computer Skills

Figma  
Sketch  
Adobe Photoshop  
Adobe Illustrator  
Final Cut Studio Motion  
Sound Studio

Languages

English  
French  
Arabic  
Persian

Interests

Photography  
Painting  
Sculpture  
Traveling

Contacts

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🌐 LinkedIn Profile

References available upon request.