

Neda Behfar

Senior Product Designer Denver, Colorado

PORTFOLIO:

www.NedaBehfar.com

MEDIUM:

www.medium.com/@nedabehfar

CONTACT:

nbehfar@gmail.com

www.Linkedin.com/in/nedabehfar

DESIGN SKILLS:

Discovery
Story Boarding
User Flows
Wireframing
2D and 3D prototyping
Responsive Design
Design Systems
Accessibility
Workshops
Information Architecture
Usability Testing
Mixed Methods Research

TOOLS:

Figma
Sketch
InVision
Adobe XD
Unity
ShapesXR
Jira
Trello
Lucid
Miro
HTML 5, CSS 3
Joomla
Liferay
Pega
AI tools:
Chatgpt
Claude
Figma AI

OTHER SKILLS:

MySQL
SAP ERP
CoT prompting

LANGUAGES:

German (Native)
Farsi (Native)
English (Fluent)

Summary:

Senior Product Designer with 5+ years of end-to-end product design experience across healthcare and enterprise environments. Expert in translating complex workflows into feasible, accessible, and scalable solutions. Known for balancing user-centered craft with speed, technical feasibility, and strong cross-functional collaboration. Brings a strategic mindset, research background, and a calm, mission-driven approach to solving high-impact problems.

UX EXPERIENCE:

Product Designer (UX/UI) | April 2022 – present

Charter Communications (Spectrum Business) | Denver, CO

- Work Flow Optimization (WFO) program:
 - Own end-to-end designs for workflow optimization initiatives used by internal enterprise teams.
 - Translate user research insights into flows, wireframes and prototypes.
 - Partner closely with product managers and engineers to align on goals, constraints, and feasibility.
 - Facilitate design thinking discovery workshops and build research-backed recommendations.
 - Ensure accessibility, design consistency, and implementation quality across cross-functional teams.
 - Drive iterative improvements in a fast-paced, mission-critical environment.
 - Produce high-quality UI prototypes for usability testing and cross-functional reviews.
 - Identify missing component in Pega's design system and create them as needed.
- SpectrumEnterprise.net, the online portal for enterprise clients:
 - Redesigned components of enterprise design systems that led to consistency.
 - Advocated for accessibility.

Product Designer | October 2020 – January 2023

ArdenMed (formerly ArdenVent) | New Zealand/Germany/USA (Remote)

Designing cost effective, remote controllable ventilators for Covid-19 patients:

- Led UX strategy and design of device interfaces for care giver and doctors.
- Conducted mixed-methods research to shape device functionality and user experience.
- Translated clinician pain points into actionable design requirements and prototypes.
- Contributed to international product alignment across engineering, research, and leadership teams.
- Developed personas, journey and experience maps to bring users to life and build empathy across the organization.

UX Analyst | June 2021 – September 2021

Plecosystems | New York (Remote)

Digitization of medical research content:

- Transformed complex medical slides (150–200 slides per deck, 10 decks) into an intuitive web experience using Liferay DXP.
- Worked with the international, cross-functional team to clarify requirements and align on technical feasibility.
- Redesigned content layouts to improve engagement, readability, and user comprehension.
- Produced responsive fragments and layouts aligned with the organization's design system.
- Styled graphics, charts, and tables in PowerPoint and Figma for visual consistency.

UX Designer & UX Researcher | January 2021 – April 2021

Hivemind Mentoring | Boulder (Remote)

Creating mentorship for career changers entering the UX field:

- Conducted user and stakeholder interviews to identify needs, business goals, and value propositions.
- Led the Experience Map and Competitive Analysis initiatives.
- Designed the business logo based on synthesized brand values.

UX Designer & UX Researcher | July 2020 – August 2020

Hart-to-Harts | Seattle (Remote)

Connecting people by sharing their stories (iOS Mobile App):

- Executed qualitative and quantitative research to identify user motivations and pain points.
- Designed wireframes, conducted usability testing, and iterated rapidly based on findings.
- Partnered closely with stakeholders to ensure alignment on requirements .

OTHER PROFESSIONAL EXPERIENCE:

IT Management Apprentice | August 2017 – July 2019

Institute Industrial IT | Lemgo (Germany)

- Redesigned and coded the "KommA 2020" Website, using HTML 5, CSS 3 for Joomla 3.5 CMS.
- Presented "Design Thinking" and "Open Innovation" mythology to the institute's research groups.

Project Director | January 2013 – December 2016

German Red Cross | Lemgo (Germany)

Supported children with immigration background and their families to better navigate their educational path:

- Supervised and managed successfully the limited national project budget.
- Conducted qualitative & quantitative research to find the WHY behind the lack of parent involvement at schools.
- Improved family educational engagement by 45%.

EDUCATION:

AI for Designers Certificate - IxDF - Interaction Design Foundation | Remote | March 2025

VR Design Certificate - XR Terra | Remote | March 2022 - April 2022

UX/UI Design Certificate - Flatiron School | Denver | March 2020 - August 2020

BA / German Language and Literature - Shahid Beheshti University

AWARDS AND ACHIEVEMENTS:

Winner of the "UX Wizards" Design Hackathon

My team and I won 3 main prizes with designing "Nourishop" as a solution that addresses global food insecurity.