

NEDA EZZATI

PRODUCT DESIGNER

Phone: +4746354585
Location: Bergen, Norway
Email: me@neda-ezzati.com
Portfolio: www.neda-ezzati.com
Linkedin: Neda-Ezzati

SUMMARY

Product Designer with **3+ years of experience** taking digital experiences from discovery to launch, with **a strong B2C foundation** and **a recent focus on B2B products.** Works across B2B SaaS, FinTech, dashboards, and complex workflows, with strengths in product thinking, user research, and visual design. Led a website redesign that **increased conversion by 15%** through iterative user testing and stakeholder collaboration. Uses AI-assisted workflows to accelerate exploration and prototyping.

WORK EXPERIENCE

UX/UI Designer | Bamdadi

Bergen, Norway | 2023 – Present

- Established the end-to-end UX process as **the first design hire**, leading projects from discovery to delivery and shipping **10+ consumer websites** across multiple industries.
- Conducted **20+ user interviews and usability tests** using Maze, Hotjar, and session recordings, translating behavioral insights and usability issues into design improvements.
- Created Figma-based style guides and UI documentation, improving consistency and handoffs across design, SEO, and marketing and reducing project timelines.
- Introduced fit-for-purpose WordPress solutions for **SMB clients**, enabling 40–60% faster project delivery while maintaining UX and design standards.

Selected Project at Bamdadi

Bergen, Norway | Apr – Jul 2025

- WebPluss | Digital Marketing Agency

Led the end-to-end redesign of WebPluss' website from research to launch, using stakeholder interviews, analytics, and competitor benchmarking to restructure the IA and clarify service content, **increasing service inquiry conversions by 15%.**

Product Designer | Kravia

Bergen, Norway | Sep 2026

B2B FinTech SaaS and digital debt collection platform serving businesses and accounting firms across multiple European markets.

- **Mapped the end-to-end journey** from overdue invoice to collection and analyzed the existing product to uncover key friction and decision points across the accountant workflow.
- Designed improvements to address these gaps, including clearer invoice prioritization, better decision context and confirmation flows, and **a pipeline-based dashboard** for managing invoices across collection stages.
- Took concepts from wireframes to final UI and interactive prototypes, using **Figma, Figma Make, Stitch, and Base44** to rapidly explore and iterate within Kravia's **existing design system**.
- Defined the **validation approach** and **presented** the final solution and design rationale to Kravia's team, outlining assumptions and next steps for user interviews, usability testing, and product data.

Freelance UX Designer | Borders

Bergen, Norway | 2024 – 2025

- Supported early-stage product development through user research, co-design workshops, and close collaboration with multidisciplinary teams and stakeholders.
- Translated research and user needs into product direction, creating user flows, concepts, wireframes, and low-fidelity prototypes to explore and validate solutions before high-fidelity design.

Selected Project at Borders

- Voice Of Shadows | Social Impact Project:

Co-designed **an award-winning inclusive app** that converts color into sound for visually impaired users, leading **0→1** product design from concept to MVP prototype and **conducting research with 10 visually impaired users** through Blindeforbundet Norge. Contributed to the business plan that secured **Innovation Norway** grant funding and presented the project at **UD2024 in Oslo**, sharing its **sensory and universal design approach with the accessibility community.**

Other selected projects

Fintech CRM | Self-Directed B2B Skill-Building Project *Bergen, Norway | 2026*

Designed a B2B FinTech CRM for investment management using the PR.O.A.C.T framework, defining access-control logic and workflows through competitive analysis and a PM interview. Created 4 high-fidelity screens using Atlassian Design System, refined through B2B Product Design Lead feedback.

ChatGPT Pinning Feature | Self-Directed AI Product Design Project *May 2024*

Designed and validated a pinning experience for a conversational AI product, helping users save and revisit important conversations through behavioral analysis, interaction design, and usability testing, improving continuity and reducing cognitive load in AI-driven workflows.

Freelance UI & Web Designer | Formasjon.no *Oslo, Norway | Mar-Apr 2025*

Built Asbestsjekk.no in WordPress/Elementor from provided UI designs, improving navigation, customer journey, CTAs, FAQs, and performance; delivered the full implementation within one week.

Freelance UI Designer | VRS Podcast – Media & Entertainment *Sep – Nov 2024*

Designed a greenfield podcast platform UI from concept to handoff; built a component library with 100+ atomic elements; created 30+ screens; and delivered production-ready Figma prototypes.

EDUCATION AND CERTIFICATIONS

Frontend development (HTML/CSS, JavaScript, TypeScript, React, self-study)	Aug 2026 – present
Advanced design systems and designops workshop, Loranium	Jan – Feb 2026
B2B product design workshop, Loranium	Nov – Dec 2025
Problem solving and solution design workshop, Loranium	Oct 2025
Google digital marketing and e-commerce professional certificate, Google	Nov 2024 – Apr 2025
Figma and UI training program	Jul – Oct 2024
Google UX design professional certificate, Google	Oct – Feb 2024
UX/UI training, UXland	Oct – Dec 2023
B.Sc. in in mathematics and applications, University of Damghan	2012 – 2018

SKILLS AND TOOLS

Design & Systems: Figma · FigJam · Miro · ProtoPie · Framer · HTML/CSS · After Effects · Design systems (creation & contribution) · WCAG 2.1–2.2 testing · Responsive design (web & mobile)

Research & Methods: User interviews · Usability testing · Journey mapping · Information architecture · A/B testing · Co-Design workshops · Maze · Hotjar · Google Analytics

Product Design: Product Strategy · Product Discovery · Design Thinking · End-to-End Product Design · MVP Definition · Roadmapping · Design Sprints · QA

AI-assisted Design & Prototyping: ChatGPT · Claude · Figma Make · Stitch · Lovable ·

LANGUAGES

Norwegian B2 (in progress) · English C1 · Turkish C1 · Persian Native

REFERENCES

Furnished upon request.