

Mahsa Sabahinia

UI/UX and Product Designer

Poshan

Hoodecard

ESP

MSK

Sana Persian

Goldenbat

Alzahra

Donyaro

Profile

UI/UX and product designer with 3+ years of experience. I design mobile apps, websites and admin panels for travel, online shopping, AI and industrial companies. I design in English and Persian, for left-to-right and right-to-left layouts, and I work closely with developers so the final product looks and works the way it was designed.

Experience

● UI/UX Designer • Hoodecard Aug 2026 – Sep 2026

Credit and installment card web app for Mellat Insurance (PWA, phone and desktop)

- Designed the home screen around available credit, debt and limits, right under the card.
- Designed purchase history and installment tables with progress and clear due dates.
- Designed a partner-shop finder with search, filters and a map, plus QR code payment.
- Designed dark and light themes, fully in Persian and right to left.

● UI/UX Designer • ESP and MSK May 2026 – Jun 2026

Two websites and one admin panel for industrial battery and energy storage brands

- Designed two brand websites from one design system: ESP (dark, green) and MSK (light, indigo).
- Designed the product catalog, product pages, cart, order form and warranty check.
- Designed one admin panel for both brands: orders, products, users, warranties, and a visual map of roles and access.
- Made every page work in English and Persian, on phone and desktop.

● Product Designer • Poshan Aug 2025 – Jan 2026

AI stylist mobile app (iOS and Android) with virtual try-on

- Designed the full app: onboarding, digital wardrobe, AI outfit ideas, AI chat stylist, outfit calendar and profile.
- Designed the virtual try-on flow: users add one full-body photo and see outfits on their own body.
- Kept onboarding short, with one question per screen (style, colors, body photo).
- Designed clear loading steps for AI outfit generation, so users know what is happening while they wait.

Skills

User flows

Wireframes

UI design

Prototyping

Design systems

Mobile apps

Responsive web

Admin panels

Right-to-left layouts

Dark and light themes

Developer handoff

Tools

Figma

Industries

Travel and booking

E-commerce

AI and fashion

Car tracking

Energy and batteries

Languages

Persian (native)

English

Education

Associate Degree, Urban Planning

Islamic Azad University, North Tehran Branch • 2024

Live work

sanapersian.travel

donyaro.ir

Experience, continued

● **UI/UX Designer** · Sana Persian Jan 2025 – Jul 2025

Travel agency website for visitors to Iran · [sanapersian.travel](#)

- Designed the booking flow for private tours, group tours, flights and hotels.
- Designed tour and hotel pages with big photos, clear prices, date pickers and group size.
- Made the phone and desktop versions work the same way.
- Designed an admin panel for staff to manage bookings, tour groups, availability and cancellations.

● **UI/UX Designer** · Goldenbat Apr 2024 – Dec 2024

Car tracking and remote control mobile app, with an admin panel

- Designed a live map where users see their car now, past routes and trip history.
- Designed big, safe buttons to control the car from the phone (engine, doors, horn), each with a clear confirm step.
- Designed alerts with colors and simple words: speeding, door opened, car moved without permission.
- Designed an admin panel for the support team to watch all cars live and help users fast, even when a car is stolen.

● **UI/UX Designer** · Alzahra Nov 2023 – Jan 2024

Online gold shop

- Designed advanced search with filters, keywords and live results.
- Designed product galleries with zoom and several photos for each item.
- Designed two simple delivery options, courier or a trusted person, chosen in one tap.
- Made the buying flow simple and safe, with live gold prices.

● **UI/UX Designer** · Donyaro (formerly Asanbilit) Jun 2023 – Sep 2023

Flight and hotel booking website · [donyaro.ir](#)

- Designed a booking flow where users find and book flights and hotels in 3–4 steps.
- Designed the mobile version so people can book easily with one hand.
- Wrote clear error messages and hints for people who are new to booking online.
- Improved the search results page with big photos and useful filters.

How I work

- **Listen.** I talk with the team and with users, and make sure I understand the goal.
- **Map.** I draw user flows and simple wireframes before I design screens.
- **Design.** I make the screens, reusable components and a clickable prototype.
- **Hand off.** I give developers clear specs and stay close while they build.

Selected projects

Poshan

AI stylist app with virtual try-on

Hoodecard

Credit card app with dark and light themes

ESP and MSK

2 brand websites and 1 shared admin panel

Sana Persian

Travel booking for visitors to Iran

Goldenbat

Car tracking app with a theft-response panel

Alzahra

Online gold shop with live prices

Portfolio

Case studies and screens:
[mahsasabahinia.art](#)