

Fatemeh Arslan

Product Designer · B2B SaaS and data-heavy products

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Product designer with 3 years of experience. I work on B2B tools with complex workflows and dense data. Right now I design a clinical genomics platform for diagnostic labs, and an AI wellness app. I also designed an iOS app end to end, now live on the App Store.

EXPERIENCE

POL — Turkey Pharmacy & Local

[Live on App Store](#)

Sole designer / concept to released iOS app

- Designed the product structure, information architecture, user flows, and every screen, working with a developer to build it.
- Built in three languages, Persian, Turkish, and English: local search, business profiles, reviews, messaging, and on-duty pharmacy lookup.

Mendel Laboratory

UI/UX Designer2025 – Present

SeqSMART / B2B clinical genomics platform for diagnostic labs

- Design the workflow geneticists use to classify variants: evidence review, ACMG criteria, and sign-off between reviewers.
- Work on the design system with the team, in dark and light mode: components, states, a custom icon set for evidence types, and a color system for classification.
- Rebuilt the criteria page as a master-detail split view, after users kept losing their place in long scrolls.
- Made dense data readable: comparison tables, sequence viewers, and evidence summaries. Designed roles and permissions, so it is clear who reviews and who approves.

Vita / AI wellness and genetics app, pre-launch

- The app turns genetic insights and daily habits into lifestyle guidance. Designed onboarding, dashboards, and tracking for food, activity, and genetic results.
- Made the app feel finished before it has any user data, with illustrated empty states.

Tuba

UI/UX Designer2024 – 2025

VisitorJibi / B2B wholesale platform for health and beauty products

- A marketplace for buying and selling in bulk. The site was already built, but the flow was tangled and most users left before checkout. I reworked the wireframes, the flow, and the key forms to shorten the path to purchase.

Kharjineh / Expense management for companies

- Employees submit work expenses online and get reimbursed through a short, clear process. Designed submit, approve, reimburse, filter, and export.

Bijak / Smart logistics platform for shipping across Iran

- Works with trusted freight companies: shipping costs online, door-to-door pickup, digital receipts, and tracking at every stage. On a live app, I designed the new profile features: wallet, payment flow, and adding items.

Gharaaresabz / Social PWA for environmental and humanitarian projects

- Organizations post environmental and humanitarian campaigns and supporters fund them with coins. Designed the donation flow, the coin system, and user levels.

Freelance

UI/UX Designer2022 – 2024

- Designed mobile and web products for early teams in social, fintech, and logistics. Wireframes, flows, final UI, and handoff.

SKILLS

PRODUCT	Product design · User flows · Information architecture · Wireframing · Prototyping · UX redesign
SYSTEMS	Design systems · Components · Responsive mobile and web · Dark and light themes · Typography · Persian, Turkish, English layouts
DOMAINS	B2B SaaS · Clinical and scientific data · Health · Fintech · Logistics · Marketplaces
TOOLS	Figma (components, auto layout, prototyping) · Developer handoff

EDUCATION	University of Tehran — LL.B. in Law · 2016–2019 UI/UX Training — one year · 2021–2022 · UI/UX principles, typography, color theory, user research
LANGUAGES	Farsi — native · Turkish — intermediate · English — strong reading and writing, speaking developing