Neda Rahimi

Product Designer · UX/UI Designer

260-704-1367 nedarahimiux@gmail.com New York, NY USA nedarahimi.com

WORK HISTORY

Product Designer (Contractor) | Spectrum
Feb 2026 - Present

- Identified journey friction and conversion drop-off through behavioral data analysis, informing experience improvements that increased customer orders by 42.31% after launch
- Shaped the strategy and end-to-end experience for a proposed multi-line BYOD ordering journey, addressing a 31.1% post-eligibility drop-off through earlier offer visibility, clearer pricing, and fewer steps
- Led cross-functional execution across product, engineering, legal, content, and business teams, translating requirements into an MVP while balancing technical constraints and launch timelines
- Presented future-state experience recommendations and roadmap to director-level leadership, aligning stakeholders on product opportunities and priorities

Product Designer | Verizon
Aug - Dec 2025

- Led end-to-end UX for complex, data-heavy enterprise workflows used by 5,000+ employees, translating operational needs into clearer, more efficient experiences
- Built a reusable enterprise design system adopted by 100+ designers across 10+ teams, improving consistency and supporting design at scale
- Established a heuristic evaluation framework that reduced bugs and errors by 35%, helping teams identify usability issues earlier and improve product quality
- Introduced prompt-based prototyping to accelerate early-stage workflow design, sharing techniques with other designers to help teams explore ideas faster

Product Designer | Freelance
Dec 2020 - Aug 2025

- Designed data-rich dashboards and built reusable design systems with 30+ components, while creating digital experiences that increased engagement by up to 60%
- Used co-design workshops and A/B experiments to improve product comparison experiences, aligning stakeholder input with user behavior and adoption goals
- Researched distinct user audiences and business goals to design and deliver 3 personal websites, tailoring each site's structure and experience to its users' needs

UX Design Intern | Verizon
May - August 2024

- Identified and helped resolve an ADA-related screen dimension issue across affected digital properties, reducing accessibility and compliance risk
- Analyzed the home internet purchase journey and proposed eligibility alerts and workflow improvements that reduced drop-off and increased sales by 9.5%

PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience turning complexity into clarity across consumer and enterprise products. Combines user research, product strategy, and end-to-end design to simplify complex workflows and translate user and business needs into measurable improvements in conversion and usability.

EDUCATION

Bachelor of Science in UX Design
Purdue University
May 2025

Certificate in Collaborative Leadership

SKILLS

PRODUCT & STRATEGY
End-to-End Product Design
Journey Mapping
Information Architecture
Complex Workflow Design

RESEARCH & VALIDATION
User Research
Usability Testing
Behavioral Data Analysis
A/B Testing
Prototyping

SYSTEMS & EXECUTION
Design Systems
Interaction Design
Accessibility (WCAG)
Cross-functional Collaboration
Developer Hand-off

TOOLS & TECHNOLOGY
Figma
Miro
Adobe Creative Suite
HTML/CSS Fundamentals
AI Prototyping