

Lily Shaker

User Experience & User Interface Designer (UX/UI Designer)

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Yazd,Iran

UX/UI Design Projects

TraviMate AI – UX/UI Designer (Jun 2025 – Present)

- Designed an AI-powered travel platform consolidating booking, navigation, translation, and real-time assistance through user research and problem framing
- Developed AI chat-based interaction model for decision support and service access
- Built scalable design system and high-fidelity prototypes in Figma ensuring consistency across product
- Currently in development for App Store and Google Play launch

TruNorth – UX/UI Designer (Sep–Nov 2025)

- Designed AI-powered career coaching app focused on personalized guidance
- Conducted competitive research and structured user flows for complex decision-making journeys
- Co-designed full mobile experience (onboarding, chat, assessments)
- Collaborated in a multidisciplinary team; project ranked 3rd in bootcamp

Shoniz Website Redesign (2022)

- Led UX research (interviews, surveys, contextual inquiry) to identify usability gaps
- Applied heuristic evaluation and competitor analysis to redefine structure
- Designed user flows and interactive prototypes (Figma, Adobe XD)

LABS Watch Website (2023)

- Conducted usability testing and behavioral analysis
- Designed responsive interaction flows (mobile & desktop)
- Developed personas and journey maps to inform design decisions

Therapeze App (2022)

- Researched user needs in mental well-being context
- Translated insights into user journeys, wireframes, and interactive prototypes
- Focused on improving accessibility and emotional experience

Certificates And Courses

PM Accelerator Certificate (PM Accelerator, 2025)

Product management and AI-driven UX design bootcamp focused on MVP development, user research, and iterative design processes.

Google UX Design Professional Certificate (Offline, 2023)

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
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- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD

User Experince and User Interface Design (online, Teamwork & Project-Based, 2023)

- UX / UI in Action, UXLand Online School
- User Experience design fundamentals, UXLand Online School

Education

Google UX Design Certificate – Google, Online (2023)

UX Design Course – School of UX Land, Online (2022-2023)

Bachelor of Law – Azad University, Taft, Yazd, Iran (2017-2019) | GPA: 3.28/4.0 (16.38/20)

Skills & Tools

UX/UI Design

- Wireframing, High-Fidelity Prototyping, Interaction Design, Information Architecture
- Design Systems, Component Libraries, Visual Consistency, Responsive Design

UX Research

- User Interviews, Surveys, Contextual Inquiry, Usability Testing, Competitive Analysis
- Personas, User Journeys, User Feedback Analysis

Accessibility & Inclusive Design

- WCAG Guidelines, Accessible Color Contrast, Keyboard Navigation, Screen Reader Awareness

Tools

- Figma, Adobe XD, Miro, Maze, WordPress

Soft Skills

- Problem-solving, Teamwork, Stakeholder Communication, Design Presentation, Attention to Detail, Design Critique, Leadership, Time Management, Adaptability, Critical Thinking

Conferences

Design Thinking And AI Tools For Prototyping Workshop

WIMTACH Workshops, Online (Scheduled – August 2026)

AI-Driven Web Design & UX Architecture

6th International Conference On Computer Engineering, Electrical Technology, Iran (2025)

AI-Based UI/UX Design For Precision & Efficiency

24th National Conference On Applied Research In Electrical Sciences, Computer Engineering & Biomedical Engineering, Iran (2025)

Language Skills

Mother tongue: Farsi

English IELTS will be taken soon (October 2026)

Listening C1 (7.5, 8)Reading C1 (6.5, 7)Speaking C1 (6.5, 7)Writing C1 (6.5, 7)

Teaching Experience

UX/UI Teaching & Mentorship

- Provided private instruction in UX/UI design fundamentals, including research, wireframing, prototyping, and design thinking
- Supported learners in building practical design skills through personalized guidance

UX Research Journal Club Participation

Participated in collaborative journal club sessions with UX peers to review and discuss recent research papers

Presented articles in rotating sessions and exchanged insights to broaden UX knowledge and research perspective

Additional Skills

Communication & Professional Skills

Presentation Skills, Email Communication, Stakeholder Communication, Team Collaboration, Mentoring

Digital Skills

Microsoft Office, Google Workspace, Slack, Discord, WordPress, Basic Adobe Illustrator, Mobile Video Editing

Creative Skills

Oil Painting, Acrylic Painting, Charcoal Drawing, Sketching, Wireframe Drawing, Graphic Design, Logo Design, Business Card Design, Brochure Design, Visual Content Creation, Mobile Photography

Legal Skills

Contract Drafting, Legal Research, Legal Writing, Professional Documentation

Sports

Tennis, TRX Training, Volleyball, Fitness / Strength Training

Volunteering & Community

Voluntary UX Mentorship, UX Education Support, Volunteer UX Work

Area Of Research Interests

- HCI and Interaction Design
- Qualitative UX Research
- AI-supported User Experience
- Inclusive and Accessible Design

Job Experience

TraviMate AI (UX/UI Designer | 2025 – Present)

Lawyer (2022 – Present)

Legal Services Office (2019 – 2020)

References

Available if needed.