# Zahra Zoghi

Product Designer · UX & Interaction Design

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Mashhad, Iran · Remote

Product designer with nearly 3 years on consumer and B2B products in travel, education, healthcare and AI. I take a feature from a loose requirement to a shipped flow: framing the problem, designing the flows and every interface state, prototyping, and staying with engineers through handoff and UX QA. My best work is where the rules get complicated, like **payments and wallets**, **game economies** and **AI workflows**: making them feel simple to users.

## EXPERIENCE

### Classeh — Online school platform (SaaS)

May 2026 — Present

Product Designer · Remote · Three products: a learning app, an educational game and an AI voice platform

- **FahmYar** (learning app): designed and reviewed the mission-based learning flow, feedback and age-appropriate narration; turned usability and QA findings into requirements engineers could act on; helped define analytics.
- **My World** (educational city-building game): co-designed the game's rules and economy, then designed how players gather resources, construct buildings and connect them; documented the interaction logic as a spec for engineers.
- **AI voice platform**: designed the whole workflow, from setting up an assistant to managing contacts and reading the results; built a clickable HTML prototype with AI tools so the team could try the flow in design review and at handoff.

### PlaninGo.Ai — Travel planning and booking app

Apr 2024 — Mar 2026

Product Designer · Remote · Hotels, flights, itineraries and payments

- Designed hotel search and booking, flight selection and itinerary planning over two years as the product grew, and kept these connected flows consistent with each other.
- Turned the payment rules (wallet, split payment, gift cards, service markup) into clear interface states, interactions and on-screen guidance, so users could tell what they were paying and why.
- Explored AI-assisted trip planning and a creator / referral program; worked with stakeholders and engineers from requirements and prototypes through handoff and design review.

### Classeh

Dec 2023 — Apr 2024

UI/UX Design Intern

- Worked on user flows, wireframes, UI and prototypes in the product design team; came back in 2026 as a product designer.

## SELECTED PROJECTS

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|---|---|
| **Abouraihan** | Home healthcare: designed service booking end to end, from finding a service and a specialist to scheduling and confirming the request; reviewed search and the mobile experience. |
| **E-commerce platform** | Customizable online store: set the first information architecture and product requirements, then designed the storefront, the purchase flow and seller management. |
| **Enamel AI** | Web app for dentists: redesigned the core dentist-facing workflows and iterated on them from direct feedback with an international client. |

## SKILLS

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|---|---|
| **Product design** | Problem framing, requirements, information architecture, user flows, UI, prototyping |
| **Systems & rules** | Game rules and economy, payment and wallet logic, interface states and edge cases |
| **Quality & research** | Usability review, UX QA, analytics requirements (GA4) |
| **Delivery** | Specs and documentation, engineering handoff, design reviews |
| **Tools** | Figma, AI-assisted HTML prototyping, Google Sheets, GA4 |
| **Domains** | Travel and booking, payments, education and games, healthcare, AI products |

## EDUCATION & LANGUAGES

### Mohaghegh Ardabili University

2018 — 2023

Bachelor's degree in Painting

**English** — Professional working proficiency · **Persian** — Native