

Niloufar Pishgah

Calgary, AB, Canada

UI/UX Designer

niloufarp@gmail.com | +1-403-918-7580 | linkedin.com/in/niloufar-pishgah | Portfolio: niloutalk.com

Summary

UI/UX Designer with 4+ years of experience designing B2B, SaaS, and enterprise products across marketplaces, PropTech, logistics, education, and research. Skilled in end-to-end UI/UX design, UX research, interaction design, design systems, accessibility, and Figma, with a focus on simplifying complex workflows and collaborating closely with product and engineering teams.

Experience

UI/UX Designer (Freelance)

2023 – Present

Remote – Contract – Canada-based Clients

- **SMARTCON – Construction Research & Innovation Platform:** Designed the web experience for a University of Calgary construction research platform, translating complex research content into clear information architecture, navigation, and content hierarchy for academic and industry audiences.
- **Voxelora – 3D Printing Marketplace:** Designed the end-to-end B2B marketplace experience from 3D-file upload and automated pricing through provider selection, communication, payment, and order tracking; created user flows, wireframes, high-fidelity UI, and reusable components in Figma.
- **Kargopax – Logistics & Shipping Solution:** Redesigned and shipped the logistics and shipping experience, improving information architecture, user journeys, and reusable UI patterns to make complex operational workflows easier to understand and navigate.
- **UCalgary Courses – Educational Platform:** Redesigned course discovery, search, navigation, and information architecture, validating key interaction and UX decisions through usability testing.

UI/UX Designer

2022 – 2023

Offerland – Vancouver, BC, Canada

Full-time

- Designed and shipped responsive, accessible experiences for Offerland's AI-powered real estate valuation SaaS, supporting workflows used by major Canadian financial institutions and simplifying complex, data-heavy valuation tasks.
- Mapped information architecture and user flows and produced wireframes, interactive prototypes, and high-fidelity interfaces in Figma; conducted UX research and usability testing to uncover issues and validate design decisions.
- Built reusable UI components and collaborated with product managers, engineers, and stakeholders to translate business requirements into scalable product experiences, supporting implementation and design QA.

Education

Shahid Beheshti University (SBU) – Master's Degree in Entrepreneurial Management – New Business

Skills

UX Research & Product Design: Product Discovery, UX Research, User Research, Customer Interviews, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Heuristic Evaluation

Interaction & UI Design: Interaction Design, Responsive Design, Visual Design, Design Systems, Component Architecture, Dashboard Design, Accessibility (WCAG), Data-Dense Interfaces

Product & Delivery: B2B SaaS, Enterprise Software, Agile/Scrum, Cross-Functional Collaboration, Stakeholder Communication, Developer Handoff, Design QA

Tools & Technical: Figma, FigJam, Miro, Jira, Confluence, Hotjar, Google Analytics, Illustrator, Photoshop, Webflow, HTML/CSS, REST APIs, ChatGPT, Claude, Cursor, Lovable, v0

Licenses & Certifications

Google UX Design Professional Certificate – Google

Intermediate to Advanced: Professional Figma UI / UX Design Specialization – Skillshare

WCAG Compliance: Web Accessibility Best Practices – Coursera

Generative AI for UI UX Design Specialization – IBM

User Experience Research and Design Specialization – University of Michigan

Professional Scrum Product Owner I (PSPO I) & Professional Scrum Master I (PSM I) – Scrum.org