

Atin Moridian

Senior Product Designer

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Senior Product Designer working at the intersection of edtech, visual design, and usability engineering to build accessible B2B/B2C platforms engineered for communities of 40,000+ students in higher education. Holds an MS in Human-Computer Interaction and an MS in Spatial Design. Currently conducting research with [Prof. Caro Williams-Pierce](#) on edtech research, co-designing gamified, pedagogy-first learning systems that transform student engagement.

Experience

Senior Product Designer & Content Strategist | xFoundry | Maryland, USA | 2025-2026

A venture-backed higher-ed entrepreneurship initiative running cross-disciplinary programs and competitions that connect students with industry leaders to build funded ventures solving NASA-highlighted challenges. ([Website](#))

- Led the product design for xFoundry’s flagship pages. Conducted research interviews with 5 users and held cross-functional team workshops to build a clear information architecture. Mapped the user journeys and organized complex program details into an easy-to-navigate layout. Ran usability testing with 7 users for quality assurance before launch. The outcome was an increase in student sign-ups by 23%.
- Designed the program's flagship digital Impact Report, transforming complex program data into highly structured, accessible visual resources for executive stakeholders.
- Led end-to-end production of interview series and campaign content with executive stakeholders, NASA astronauts, university deans, and investors, directing all sessions and authoring strategic script frameworks.
- Built custom data systems using Webflow CMS and Airtable to manage records for 1000+ members, automating program updates and ensuring real-time data accuracy across all platforms.
- Trained AI models on brand guidelines and research data to speed up the design process for website and social media.
- Developed social media strategy and brand guidelines across 3 platforms. Managed a team of 2 to create content targeted at a stakeholder audience of investors, partners, and institutional decision-makers.

Product Designer | Flikshop | D.C., USA | 2024-2025

A social tech platform connecting incarcerated individuals with their families through accessible communication tools. ([Portfolio link](#))

- Led the end-to-end UI redesign for Flikshop’s web and mobile platforms. Built a scalable component library and brand guidelines adopted by the development team for consistent implementation across all platforms.
- Conducted market research, competitive analysis, and BMC workshops to define Flikshop’s core value proposition to shape the brand direction and messaging strategy.
- Ran 30+ surveys and 6 user interviews with current and potential customers to identify key bottlenecks and user needs, feeding findings directly into the redesign.
- Drove the full web experience design across 5 sprints with Agile framework, refining the product continuously based on feedback at each stage.

Project Manager | STAMP | Maryland, USA | 2023-2025

Marketing and communications team for the University of Maryland’s student union, focused on brand awareness and campus engagement.

- Led creative direction and crafted all original campaign illustrations ([Project link](#)) for an institutional community of 40,000, managing full-lifecycle production across social, web, and print deliverables.
- Owned and maintained the department website on Drupal, serving as the primary touchpoint for institutional partners to access design services and submit project requests.
- Managed multi-departmental client requests and team workflows using Smartsheet and Trello, mentoring junior designers through design challenges.

Visual Design Lead | Studio Aleph | Tehran, Iran | 2020-2023

A creative agency specializing in brand identity and digital marketing for regional clients.

- Ideated, photographed, and produced high-fidelity campaign visuals and motion graphics for brands across e-commerce, social, and print, managing art direction and post-production independently.
- Designed brand identity and unified template system for brands, maintaining visual consistency across all platforms and touchpoints.
- Directed a multidisciplinary team of 4 to produce and deliver content campaigns for brands, shipping on time and within scope.
- Established team workflows and operating rhythms for a team of 8, cutting project delivery time and improving cross-functional collaboration.

Architect | LPzR Architetti Associati | Milan, Italy | 2019-2020

An architecture firm delivering sustainable design and urban planning solutions for the residential and commercial real estate markets.

- Designed residential spaces using data from mixed-method research. Analyzed user movement patterns and conducted interviews to identify key pain points. Finally, I created high-quality 3D models and renderings for the final presentation.

Education

MS in Human-Computer Interaction (3.97 GPA)

University of Maryland, College Park - MD, USA

Coursework: Generative AI in UX, UX Research Methods, Advanced Visual Design, Accessibility & Inclusive Design WCAG 2.2, UX Strategy, Programming

MS in Interior and Spatial Design

Politecnico di Milano - Milan, Italy

BS in Architectural Engineering

Chamran University - Iran

Skills & tools

UX Design: Journey Mapping, Product Strategy, Design Systems, UX/UI Design, Animation, Prototyping, Inclusive Design, AI-Enhanced Design, Eye Tracking, Critical Thinking, Multimodal Interaction, AI Prompt Engineering, Agile Methodology, Waterfall Methodology, Video Editing

UX Research Methods: User Interviews, User/Usability Testing, Information Architecture, Qualitative & Quantitative Analysis, A/B Testing, Analytics Integration, Competitor Analysis, Business & Product Strategy Alignment

Design tools: Figma, Adobe Illustrator, Webflow, GSAP, Spline, Wix, Drupal, Adobe XD, Framer, Plasmic, Lovable, Adobe CC, Canva, HTML, CSS, JavaScript, Power BI, Procreate, Airtable

Project Management tools: Wrike, Trello, Jira, Google Sheets, Smartsheet, Slack, Notion, Discord, Atlassian Suite