



Sepideh Mehraban

[VIEW MY PORTFOLIO](#)sepidehmehraban.dk

UX/UI DESIGNER

Research · Design · AI-assisted development

EDUCATION

Roskilde University

DENMARK

Master's degree

Business Administration
and Leadership

2022 - 2024

CONTACT

Copenhagen, Denmark

+45 71 32 09 40

EMAIL

sepidehmehraban1992
@gmail.com

PORTFOLIO

sepidehmehraban.dk

LINKEDIN

[linkedin.com/in/
sepideh-mehraban](https://linkedin.com/in/sepideh-mehraban)

SKILLS

User research
Personas and user flows
Information architecture
Wireframing and prototyping
Usability testing · Card sorting
Competitive analysis
Design systems · A/B testing

Development

AI-assisted HTML, CSS
and Shopify Liquid

TOOLS

Figma, Sketch, Balsamiq,
Maze, Canva, Google Forms,
Shopify

AI tools

Claude Code, ChatGPT,
Gemini, Copilot

PROFILE

I am an AI-native UX designer with an MBA who views design through a business lens. My background in customer service and supply chain helps me understand user needs and the business processes behind them. I bring this perspective to an AI-assisted design process, using AI to move faster from research and prototyping to coding working interfaces. My approach combines human understanding with efficient execution to create solutions that serve users and support business goals.

WORK EXPERIENCE

Lapisk

Case study | 2026

UX/UI Designer · Shopify implementation

- Redesigned the brand's homepage and shopping experience using user interviews and a heuristic evaluation.
- Translated the design into responsive Shopify components with AI-assisted Liquid and CSS; reviewed and refined the live interface.

Vera Leather

Student project | 2025–2026

UX/UI Designer

- Designed a Nordic leather brand concept, covering discovery, personalisation and checkout.
- Conducted user interviews, created a design system and Figma prototype, and refined the experience through usability testing.

YouSee

Student project | 2025–2026

UX Researcher & Designer · ReDI School

- Led end-to-end UX research for a proactive AI warning feature in the Mit YouSee mobile app, focusing on billing transparency scenarios.
- Prototyped an AI billing assistant; refined alerts and assistance through usability feedback on trust and user control.

Parfums Christian Dior

2023 - 2024

Nordics Supply Chain and Customer Service Assistant

- Coordinated Nordic orders, tracked deliveries and resolved warehouse-to-store bottlenecks.
- Analysed inventory, managed claims and returns, and used customer feedback to improve service efficiency.

Hafez Tile and Ceramic Co

2017 - 2020

Supply Chain Analyst

- Resolved client logistics issues and analysed supply chain trends to recommend improvements to internal workflows.