

NAVA YOUSEF

Product Designer

Leeds, UK (Open to relocate) · +44 7492893959 · nava.yousef@gmail.com · linkedin.com/in/nava-yousef

Portfolio: <https://navayousef.framer.website>

PERSONAL PROFILE

Product Designer with three years' experience across the full design lifecycle, from early user research and information architecture through to high-fidelity Figma prototyping and developer handoff. Pairs an empathy-led approach to user needs with a systems-first way of thinking, building accessible, WCAG-aligned design systems that hold up as a product scales across multiple workflows or brands. Comfortable owning design decisions end-to-end and presenting rationale directly to clients, engineers and product stakeholders. Recognised as Graduate of the Year at the Leeds Manufacturing Festival for the impact of that ownership. Particularly invested in the systems side of design: component libraries, design tokens, and the discipline of keeping a growing product consistent.

WORK EXPERIENCE

Product Designer (progressed from UI/UX Design Intern)

January 2026 – June 2026

Ionix Advanced Technologies · Leeds, UK (fixed-term project)

- Led design for a desktop software product from scratch as the sole designer, architecting navigation, input controls, forms and data displays across 6 core user workflows, from user flows and wireframes through to development-ready, high-fidelity Figma prototypes, and cutting new-screen design time by 40%.
- Rebuilt the product's landing page in Framer, introducing a new layout hierarchy and visual identity aligned to the existing site and translating complex functionality into a clearer, more accessible user journey, lifting conversion by 18%.
- Reduced design-related rework by 30% by establishing and governing a Figma design system and shared component library (colour, typography, spacing) across 6 core user workflows as the product scaled.
- Presented and defended design decisions to engineering and product stakeholders at every sprint deadline, adapting designs to technical constraints raised in engineering reviews and achieving 95% on-time developer handoff.

UI/UX & Web Designer

November 2023 – August 2024

Tehran Sabz Modern Information Co. (software agency)

- Served as primary designer within a cross-functional team of developers and researchers, designing user flows, wireframes, and high-fidelity prototypes across 4 concurrent client products spanning web and mobile, cutting delivery time by 25% through shared design systems and reusable component libraries.
- Lifted task completion rate by 20% by restructuring information architecture and navigation patterns based on user research and usability testing findings.
- Cut post-handoff revision requests by 35% by reviewing builds with front-end developers throughout implementation, resolving spacing, component, and interaction discrepancies before release.
- Improved accessibility and usability outcomes by running WCAG / A11y accessibility reviews, A/B testing, and iterative design refinements, using evidence from experiments to drive design decisions.

Freelance UI/UX Designer

October 2022 – October 2023

Self-Employed

- Delivered UI layouts, user flows, and style guides across 10+ client engagements spanning web and mobile products in 4 industries, balancing brand, budget, and timeline constraints, while averaging an 8-week turnaround across multiple concurrent clients.
- Cut client revision rounds by 25% and accelerated sign-off by presenting structured design rationale directly to clients at each project milestone.

Design Intern

November 2021 – October 2022

Zhi-Var-Negareh Co. (creative & marketing agency)

- Translated 20+ abstract creative briefs into clear visual directions for marketing stakeholders, building early foundations in client communication and design thinking.
- Produced visual compositions and layout structures across 15+ print and digital campaigns, contributing concept development for creative and marketing teams.

CORE SKILLS

- **UX Strategy & Research:** User research, usability testing, A/B testing, user flows, journey mapping, information architecture, accessible design principles (WCAG / A11y), iterative design
- **UI Design:** Figma (components, auto-layout, variables/design tokens, prototyping, library management), design systems and shared design patterns, atomic design principles, interaction design, responsive UI design, Framer (web design and development), HTML5, CSS3 (working knowledge)
- **Visual Design:** Layout composition, typography, visual hierarchy, colour systems, style guides, brand consistency
- **Tools:** Adobe Creative Suite, Sketch, Unity, FigJam, Miro, Claude (AI-assisted design and ideation)
- **Workflow:** Agile, Scrum, sprint planning and reviews, developer/engineer handover, peer design critique, cross-functional collaboration with researchers, designers, developers, and product managers

EDUCATION

MSc Digital Design

University of York

September 2024 – September 2025

UI/UX, HCI, prototyping and usability methods: postgraduate grounding in structured, research-led interaction design

BSc Urban Studies

Iran's University of Art

September 2017 – September 2021

Spatial reasoning, user behaviour, structural design thinking

CERTIFICATIONS

UI/UX Design Certificate

Tehran Institute of Technology

October – December 2023

AWARDS & RECOGNITION

Graduate of the Year · Leeds Manufacturing Festival

June 2026

Recognised as Graduate of the Year for outstanding delivery impact at Ionix Advanced Technologies, based on strong ownership of design outcomes and cross-functional execution.