HANNA MIRSAYAR

UI/UX Designer & UX Researcher | London, UK
hannamirsayar@gmail.com | +447584781566 | LinkedIn

PROFILE

UX/UI Designer and Researcher with an MSc in User Experience Design from Kingston University. Skilled in user research, wireframing, prototyping, usability testing, design systems, and high-fidelity interface design. Interested in AI-driven design and emerging AI features that create personalised digital experiences.

EDUCATION

MSc User Experience Design · Kingston University, London Jan 2025 - Jan 2026
Design Thinking · UX for Emerging Technologies · Digital Studio Practice · Interaction Design · User Research · Prototyping

BA Fashion Design · Shariaty Technical and Vocational University, Tehran Sep 2018 - Jan 2023
Visual design · Creative direction · Aesthetics · Storytelling through design

EXPERIENCE

UX Designer / Researcher (Academic Projects) Kingston University | Jan 2025 - Jan 2026

- Led end-to-end UX design across mobile app concepts — from research insights and low-fidelity flows to high-fidelity prototypes and documented case studies.
- Conducted user interviews, surveys, think-aloud usability tests, and group feedback sessions to identify pain points and drive iteration.
- Created personas, journey maps, affinity diagrams, user flows, wireframes, and interactive Figma prototypes to communicate design decisions.
- Built design systems covering typography, colour tokens, spacing, component libraries, and UI states for scalability and accessibility.
- Explored AI-supported features: mood-based recommendations, adaptive onboarding, wellbeing support, and personalised content discovery.
- Documented design rationale, usability findings, and iteration changes for stakeholder presentations and portfolio case studies.

SELECTED PROJECTS

VibeMatch — Mood-Based Content Discovery App | *Product UX · UX Research · Interaction Design*
- Mood-led app recommending music, films, and podcasts based on emotional state. Ran think-aloud sessions on lo-fi and mid-fi prototypes, iterating on mood selection, navigation, social discovery, and mood tracking.

SmartStart UK — *AI Support Platform for International Students* | *UX Strategy · AI UX · Service Onboarding*
- AI-supported onboarding platform helping international students settle in the UK — setup checklists, housing and job support, wellbeing guidance, and community features.

SafeCity — *Women's Urban Safety App* | *UI Design · Mobile UX · Group Project*
- High-fidelity screens for safe route planning, SOS activation, crime detection alerts, incident reporting, and trusted contact sharing.

CultureConnect — *Cross-Cultural Learning Platform* | *UX/UI · Discovery Experience · AI-Assisted Exploration*
- Cultural discovery app combining food, events, music, community posts, and AI-assisted exploration to make cultural learning engaging and interactive.

SKILLS

UX Research: User interviews · Usability testing · Surveys · Focus groups · Affinity mapping · Journey mapping · Personas · Problem framing

Interaction Design: Information architecture · User flows · Wireframing · Prototyping · Mobile app design · Navigation · Task flows

UI & Design Systems: High-fidelity UI · Component libraries · Design tokens · Typography · Colour · Spacing · Accessibility · UI states

AI & Emerging UX: AI-powered features · Personalised experiences · Adaptive recommendations · Ethical AI considerations

Tools: Figma · Miro · Maze · Framer · Adobe Illustrator · Photoshop · Canva · Trello · Wix · Claude