

Atieh Polden

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SUMMARY

UX/UI Designer with 2+ years of professional experience designing intuitive, user-centered digital products across web and mobile. Background spans software engineering and game design, bringing strong logical and narrative thinking to interaction design. Skilled in balancing user needs with business goals across e-commerce, education, and creative/portfolio projects.

EDUCATION

Nexaland School — UX/UI Design (Fundamentals & Advanced UI) Feb 2023 – Nov 2025

Brunel University — MA Digital Games: Theory and Design

Focus: interaction design, user experience, and digital product thinking

KIA University — BEng Software Engineering

EXPERIENCE

Freelance UX/UI Designer

2024 – Present

Remote

- Delivered end-to-end UX/UI design for clients across education and creative sectors, owning the process from research through prototyping in Figma and Webflow
- Contributing to an educational language-learning app currently in development (ages 7–14, since Sep 2025), bringing game-design background and experience working with children to shape the pedagogical logic behind app interactions and flows
- Currently designing an immersive 3D-style portfolio website for an independent artist client, translating personal brand identity into an interactive web experience

UX/UI Designer — Ferula E-Commerce Shop

Jan 2024 – Sep 2024

Remote

- Optimized the end-to-end user journey for an e-commerce platform, redesigning navigation structure to increase usability and customer retention
- Identified usability issues through research and testing, and implemented data-informed design improvements
- Collaborated with cross-functional teams to translate business requirements into design solutions

PROJECTS (Academic & Training)

Yoga with Deni (Website Redesign)

- Improved booking flow and UX, achieving a +15% conversion rate

Game Design (Selected)

- Designed interactive experiences and gameplay systems using Unity; collaborated with cross-functional teams and developed narrative-driven prototypes

TECHNICAL SKILLS

UX & Product: User Research, User Flows, Journey Mapping, Wireframing, Prototyping, Information Architecture

UI Design: Visual Design, Design Systems, Responsive Design

Tools: Figma, Webflow, Unity, Adobe Creative Suite, Jira, HTML/CSS (Basic), AI Tools

Core Strengths: Problem-solving, Collaboration, Communication, Adaptability

CERTIFICATIONS

Google UX Design Certificate

UXland (Fundamentals & Advanced UI)

PORTFOLIO

www.atiehpolden.com — UX case studies in e-commerce, education, and digital design