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Rotterdam, The Netherlands.
European Citizen

CERTIFICATION | COURSES

Storytelling | NN/group
2026

UX Leadership Essential Skills for Any UX Practitioner | NN/group
March 2025

Human-Mind | NN/group
2024

Practical AI | NN/group
2024

One Person UX | NN/group
2024

VOLUNTEER JOBS

Volunteer — Moving Network / Refugee Support — Berlin, Germany
Link : [Moving Network](#)

Participated in fieldwork and photography focused on migration and refugee integration in Berlin, contributing to documentation and brochure design. Worked with an international team supporting educational and community-based integration activities

Child Support Volunteer

Taught photography to children and young people, many from refugee backgrounds, including Afghanistan. Worked with other volunteers to support children through educational, creative, and community activities.

PEGAH REDJAI SANI

Senior UX Researcher | Driving User-Centered Design Through Research & Insights

SUMMARY

Senior UX Researcher with 8+ years of experience driving human-centered product decisions through qualitative and quantitative research. Expert in usability testing, user interviews, surveys, and behavioral research, translating complex findings into actionable insights that inform product strategy and intuitive digital experiences. Combining a multidisciplinary background in UX design, graphic design, and photography with AI-driven research tools, I bridge user needs and business goals to develop evidence-based solutions that improve user satisfaction, engagement, accessibility, and retention.

Led a cross-functional accessibility initiative that increased WCAG AA accessibility from 36% to 80%, identifying key user barriers, prioritizing improvements, and guiding design and product decisions. Experienced in collaborating with product, design, and business stakeholders to turn research into measurable product impact and experiences that resonate with diverse users.

WORK EXPERIENCE

Senior UX Research Manager

Strato GmbH | Berlin, Germany

08.2021 – 08.2025

- Spearheaded end-to-end UX research strategy, directly influencing the product roadmap and executive decision-making for 3+ major features impacting 2M+ monthly users.
- Conducted 50+ usability tests and 30+ A/B tests across web and mobile, identifying critical pain points that improved task completion by 18% and boosted conversion rates by 15%.
- Performed 15+ competitor analysis studies that informed strategic design decisions and uncovered market opportunities, contributing to a 12% increase in user retention.
- Leveraged AI-driven research tools to accelerate discovery phases by 30%, uncovering user motivations and delivering deeper behavioral insights.
- Collaborated with 6+ cross-functional product, design, and engineering teams to translate research into actionable solutions, aligning user needs with business goals.
- Mentored 5 junior researchers, fostering a culture of user-centered design and data-driven decision-making while reducing research turnaround time by 20%.

Visual Designer | UX/UI Designer & Researcher

NIC GmbH | Berlin, Germany (Remote)

08.2017 – 07.2021

- Led UI design efforts for YourMarketHub, designing their website platform and mobile app to deliver intuitive and user-friendly experiences.
- Conducted qualitative research (e.g., user interviews, usability testing) to gather insights and feedback, driving iterative design improvements and enhancing overall usability.
- Facilitated collaborative workshops with project managers and designers to align on goals, gather feedback, and foster a user-centered design process.
- Applied UX/UI design principles to create seamless and engaging user experiences, resulting in increased user satisfaction and engagement.

SKILLS

UX:

User Research | Usability Testing | User Interviews | Surveys | Card Sorting | Persona Creation | User Journey Mapping | Competitive Analysis | Heatmap Analysis | Mouse-flow Analytics | A/B Testing | Cognitive Bias | AI-Driven Research Tools | Service Design | Site Mapping | Job-to-Be-Done (JTBD) | Behavioral Analysis | Accessibility Testing | Heuristic Evaluation | Quantitative and Qualitative Research.

Programs:

Google Analytics | **Figma** | Illustrator | Photoshop | Sketch | InVision | **Miro** | Principle | Keynote | **Kameleoon** | HTML, CSS (basic).

UI:

Sketching & Story boarding | **Prototyping** | Wireframe | Low to High Fidelity Design | Styletile & Moodboard | Brand Attitude | Typography.

Soft Skills:

Problem Solving | Strong Visualization | Storytelling | Time Management | Team Collaboration | Cross-functional Communication | Stakeholder Management | Professional Street Photography.

HOBBIES & INTERESTS

Playing Piano | Street Photography | Exploring Art Galleries | Stand-up Comedy Enthusiast | LEGO Lover

LANGUAGE

English: Advance
Germany: B1
Farsi: Native

Freelanced Graphic Designer & Photographer

Self-Employed | Berlin, Germany

09.2016 – 07.2017

- Delivered expert design consulting to clients, collaborating closely to understand their goals, target audiences, and desired outcomes, resulting in impactful visual solutions across print, digital, and branding projects.
- Translated client visions into visually captivating and cohesive designs, ensuring alignment with brand identities and design requirements.
- Demonstrated versatility and creativity by producing high-quality designs for diverse mediums, including branding collateral, digital assets, and print materials.
- Built a diverse portfolio (available at www.pegahredjaisani.com) showcasing design projects and event photography, highlighting a wide range of creative expertise and technical skills.

UX/UI Designer (Student Employee)

idealo GmbH | Berlin, Germany

11.2015 – 08.2016

- Delivered expert design consulting for various projects, collaborating closely with clients to understand their goals, target audiences, and desired outcomes, resulting in impactful visual solutions.
- Designed high-quality graphics across diverse mediums, including print, digital, and branding collateral, ensuring alignment with client brand identities and design requirements.
- Translated client visions into visually captivating and cohesive designs, enhancing brand consistency and user engagement.
- Built a diverse portfolio showcasing design projects and event photography, demonstrating a wide range of creative expertise and technical skills.

Visual Designer (2-month Internship)

Fasihi GmbH | Ludwigshafen, Germany

06.2013 – 08.2014

- Delivered high-quality design assets with exceptional attention to detail, ensuring precision in typography, color schemes, and graphical elements.
- Managed multiple design projects simultaneously, meeting tight deadlines and staying within budget.
- Produced compelling product photography that captured brand narratives and enhanced visual storytelling.
- Designed custom icons aligned with brand guidelines, improving visual communication and consistency.

EDUCATION

MA | Media & Design

Macro Media University | Germany
2014-2016

MA | Photojournalism & documentary Photography

London Art University | U.K.
2011-2012

BA (Hons) | Graphic design & Photography

Kingston University | U.K.
2008-2011

Associate degree | Graphic & Interior design

Applied University
2004-2007