ELNAZ SAEEDLOU

Product & Visual Design Lead

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Professional Summary

Product Design Lead with 7+ years of digital product experience and a foundation in industrial design. Leads the full process from research and problem definition through concepts, prototypes, and implementation. Combines a strong visual design focus with reusable design systems to connect user needs, business goals, and technical constraints across digital and physical products.

Design Expertise

Product design: Research, problem definition, concept development, user journeys, prototyping, iteration, and implementation across digital and physical products.

Visual and UI design: Visual hierarchy, typography, color, layout, interaction design, responsive interfaces, and information design.

Design systems and accessibility: Figma component libraries, reusable patterns, ADA/WCAG review, specifications, developer handoff, and design QA.

Industrial design: Human factors, sketching, 3D modeling and visualization, working prototypes, materials, manufacturing considerations, and engineering collaboration.

Professional Experience

Maricopa County Treasurer's Office

Aug 2023 - Sep 2026

Lead Product / UX Designer, Information Services | Phoenix, AZ

- Established a shared visual language and Figma component library, with typography, reusable patterns, responsive behavior, and component guidance for public and internal platforms.
- Led design across six live platforms: the eGov public website, My MCTO, Corporate Services Suite, Agency Web, MCTIS accounting and cashiering system, and Tax Lien Web.
- Translated user needs and business requirements into journeys, wireframes, high-fidelity interfaces, and prototypes for search, payments, accounts, authentication, forms, and reporting.
- Reviewed implemented interfaces with developers and QA, resolving visual inconsistencies and usability issues to improve design fidelity across releases.
- Led ADA/WCAG reviews using WAVE and manual evaluation; documented issues involving contrast, forms, content structure, imagery, and interaction patterns, and tracked remediation with development teams.
- Helped establish the design function, mentored designers, and facilitated design reviews with product owners, business stakeholders, developers, QA, and leadership.
- Redesigned the property tax bill now mailed to County households and created digital signage, applying clear information hierarchy and consistent visual communication across print and digital channels.

UTech Business Solutions

2022 - 2023

UX/UI Design Consultant, Contract | Phoenix, AZ

- Established design guidelines, visual identity, and a shared visual language for internal products, apps, and digital signage; reviewed platforms to identify redesign priorities.

Professional Experience Continued

Niazzia Design and Additional Contract Work Oct 2019 - Aug 2022

UX/UI Designer, Contract | San Francisco, CA / Scottsdale, AZ

- Designed consumer and e-commerce experiences from research and user flows through wireframes, interactive prototypes, and responsive UI; contract work included WeddingWire from Mar 2021 to Aug 2022.
- Created product-comparison and decision-support experiences and contributed to a virtual-fitness Progressive Web App concept, balancing user needs with business goals.

ZIVELO 2015 - 2017

Senior Industrial Designer, Innovation Lab | Scottsdale, AZ

- Developed self-service kiosk and digital-signage concepts that integrated touchscreens, payment components, and modular hardware, considering human factors and the relationship between physical form and digital interaction.
- Contributed to X Series restaurant kiosks and Wendy's wall-mounted and freestanding kiosks through ideation, 3D modeling, visualization, and presentations; designed the number holder for McDonald's self-order kiosks.
- Designed a customized interactive photo-booth concept for Mars/M&M's, connecting a branded physical experience with personalized printed products; collaborated with engineering on product development.

Selected Medical Product Design

Vectra patient monitor | Sazgan Gostar: Contributed to a 17-inch ICU/CCU monitor design, balancing contemporary product appearance with user interface, human factors, and production requirements.

X-ray foot stool | OrthoScan: Developed a three-height stool system addressing patient positioning and cleanability, with aluminum and carbon-fiber material selections and shared tooling.

Tablet and capsule counter | Industrial design final project: Developed a working electromechanical prototype informed by patient observation and interviews, including control layout, 3D modeling, and rapid prototyping.

Visual Communication

Designed logos, corporate identities, business cards, brochures, posters, and event graphics. Work included identity and event materials for the Iranian Students Association at Arizona State University, an ACM Multimedia 2011 poster, and pharmacy branding and signage.

Additional Experience

ABC Printing & Promotions | Visual Designer
Mediphor Product Development & Design Strategy | Contract Industrial Designer
Arizona State University | Teaching Assistant, Industrial Design

Education

Master of Science in Design: Amirkabir University of Technology

Bachelor of Design in Industrial Design: Azad University, College of Art & Architecture

Tools

UI and collaboration: Figma, FigJam, Adobe Creative Suite, Miro, Mural, WAVE, Azure DevOps, Jira

3D and visualization: Rhinoceros 3D, KeyShot