Afsaneh Afkham

UX/UI Designer

UX/UI Designer with 5+ years of experience designing complex enterprise platforms and consumer products. Focused on data-dense workflows, decision-support systems, and design systems that bring clarity and consistency across large organizations. Experience spans enterprise finance, Operation, blockchain, e-commerce, education, mobile and more, with a strong track record of cross-functional collaboration and delivery in high-ambiguity environments.

[LinkedIn Profile](#) | [afkham.af@gmail.com](#) | San Francisco, CA | [Portfolio](#)

EXPERIENCE

UX/ UI Designer Consultant   June 2024 – Present
ArchKey Solutions | Hybrid

ArchKey, one of the largest held specialty trade installation and facilities services companies in the U.S., specializes in designing, building, and maintaining electrical, technology, and specialty systems with over 5,000 employees nationwide.

Led end-to-end design for **five major product initiatives** as lead designer, alongside **two platform-level efforts focused on product evolution and user experience enhancement**. Partnered closely with product management, business analysts, engineering, and executive stakeholders to align business objectives, user needs, and technical feasibility within a fast-paced, evolving environment.

- **Projected Financial Workbook**
  - Led UX design for one of the organization's largest B2E enterprise initiatives, delivering a centralized financial and operations platform spanning **11 modules and 150+ screens** from discovery through production-ready designs and developer handoff, **enabling faster, more confident decision-making across finance and operations teams**.
  - Received exceptionally positive UAT feedback, with users reporting significant time savings, improved ease of use, stronger data security, and robust error-prevention features that streamlined their daily workflows.
- **Administrative Controls and Governance**
  - Designed application-specific administrative controls to support workflow configuration, role management, and operational governance across enterprise platforms, enabling leadership and IT teams to make configuration and ownership changes quickly without engineering dependency.
- **Accounts Receivable Collections**
  - Led UX design for the evolution of an Accounts Receivable Collections platform, refining workflows based on real-world usage and leadership feedback.
  - Improved core screens by increasing data visibility, enhancing filtering and column customization, and optimizing screen real estate for daily execution.
- **Unit of Measurement Standardization and Management Power App**
  - Designed a Power App to establish a single source of truth for unit-of-measure conversions, normalizing inconsistent vendor and manufacturer packaging to enable accurate per-unit pricing, fair vendor comparison,

and governed pricing consistency across procurement, budgeting, and forecasting workflows.

- **Invoice Payment Tracker Power BI**
  - Designed an enterprise Power BI analytics solution from the ground up, establishing the organization's first visual framework for analyzing invoice payment behavior across companies, divisions, and invoice types.
- **Toolwatch Power BI**
  - Designed a Power BI tool and equipment accountability solution from the ground up, creating the organization's first structured reporting experience for tracking tool usage, transfers, loss, and return timelines across projects.

Lead Product Designer   July 2023 – Apr 2024
REACH (backed by Goodwater Capital & featured in Business Insider, NBC News, USC's The Daily Trojan, etc.) | Remote

*REACH's platform connected a nationwide network of college content creators with global brands, supporting **500+ users**, **40+ chapters**, and **250+ brand partners**.*

- Led end-to-end design of a consumer platform across web, mobile, and dashboard experiences in close collaboration with stakeholders.
- Researched Gen Z user behavior and the creator market to guide product and design decisions.

Lead Product Designer   Feb 2022 – June 2023
Opal LLC. | Remote

Opal is an innovative social platform that integrates a social media feed with an online NFT marketplace, connecting users, buyers, and artists in a community driven NFT space.

- Spearheaded development of a design system in Figma consisting of a library of 100+ components, 40+ icons, and gamification elements fostering efficiency and scalability. Improved collaboration among cross functional teams for accelerated design iterations and streamlined workflow
- Conducted a thorough analysis of 10 competitors, identifying industry best practices and growth opportunities. Synthesized key findings for strategic decision-making, leading to increased user engagement and platform loyalty
- Collaborated on the ideation and design of 300+ pages, meticulously crafting a seamless flow throughout the entire site from initial wireframing to visually compelling designs and high fidelity prototypes

UX/UI Designer   Sep 2019 – Jan 2020
Crumbtious Bakery | San Jose, CA

Crumbtious Bakery is a local bakery specializing in electable home- baked goods with a focus on customization, offering their customers options to personalize their preferences and order one-of-a-kind baked goods.

- Conducted 50+ user surveys and interviews and analyzed 10+ competitors to design and validate a streamlined online ordering experience, reducing custom cake ordering time from a 15-minute phone call to under 6 minutes.

Teaching Assistant, Art Program Director   Aug 2016 – Dec 2022

Elementary School | San Jose, CA

Baker Elementary School is a public school catering to students from transitional Kindergarten (TK) to 5th grade.

- Streamlined lesson planning with structured documentation, ensured smooth project execution, and supported diverse student needs.

Graphic Designer   Oct 2013 – Aug 2015

Freelance | Remote

- Provided strategic guidance on visual branding and communication, advising on design principles, typography, color, and layout—to strengthen brand identity and ensure designs clearly and effectively conveyed the client's message to their target audience.

Skills

Design Methods

- Enterprise Application Design
- Wireframing
- Visual Design
- Mobile Application
- Web Application
- Accessibility Design
- Design System
- Information Architecture
- Usability Testing
- User Journey Map
- Interactive Prototyping
- Mockups
- User Interface Design

Research Methods

- Developing Surveys
- User Interviews
- Qualitative Research
- Quantitative Research
- Competitive Audits
- Personas
- A/B Testing

Tools

- Figma
- Adobe Creative Cloud
- Microsoft Teams
- Lucidchart
- Asana
- Wix
- Miro
- Microsoft Azure DevOps

Education

San Jose State University
Bachelor of Arts in Graphic Design

St.Louis Community College
Associate Degree in Computer Science

Link to Certificates