

Fidan Zey

Digital Product Designer

[Portfolio](#) [Linkedin](#)

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Baku, Azerbaijan

Summary

I am a Product Designer focused on building products from early idea to final execution. I design aesthetic and functional interfaces, simplifying complex flows and aligning user needs with business goals.

Professional Experience

Enhance Azerbaijan

Nov 2025 - Present

UX/UI Designer

- Designed multiple products including a **crypto exchange**, an **AI venture-building platform**, and a **real-estate investment platform**
- Turned my own designs into working products using **AI coding tools**

Blodge.ai

Oct 2024 - Oct 2025

Product Designer

- Designed the dashboard for an **AI blog-writing tool** that auto-generates and posts SEO-optimized content to connected websites
- Improved usability through ongoing research as the platform scaled with users

SAFAROFF Agency

Apr 2024 - Jul 2024

UX/UI Designer

- Designed websites for high-profile clients, building new ones and redesigning existing sites
- Conducted user research to understand target audiences, their needs, and pain points, turning findings into wireframes and prototypes

Teamsah Agency

Jul 2021 - Nov 2022

Graphic Designer

- Built brand identities and designed logos, social media content, packaging, print materials, and more

Skills

Tools: Figma, Claude Code, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Framer, Maze

UX Skills: User Research, Competitor Analysis, User Persona, Information Architecture (IA), Usability Testing, A/B Testing

Soft Skills: Communication, Collaboration, Problem Solving, Critical Thinking, Time Management

Education

Bachelor's degree in **Finance** at **Azerbaijan State University of Economics**

Languages

English - Advanced (C1) **Russian** - Elementary (A2) **Turkish** - Upper Intermediate (B2) **Azerbaijani** - Native