

Lida Tohidi

UI/UX Product Designer

Data-intensive, enterprise and safety-critical interfaces

Open to relocation
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Summary

UI/UX Product Designer with 7+ years of experience in complex, data-heavy B2B and enterprise software: regulatory SaaS platforms, fintech dashboards, safety-critical automotive HMI and scientific data visualisation. I structure large datasets into clear, scalable interfaces, search and filtering, analytical tables, spatial and graph views, and end-to-end flows from exploration to enrichment and reporting. I work hands-on in Figma with documented design systems, partner closely with engineers in short prototyping cycles, and deliver adoption-ready handoffs including edge cases, states and component logic.

Experience 7+ years

Designer | LT Digital Services | NMS Research Center Sweden AB

2025 – Present

Sweden, Remote

- Design operator HMI screens for an industrial cone-crusher control system in Siemens TIA Portal: status monitoring, sensor values, alarms and machine-state feedback.
- Build complete design and brand systems, component libraries, pattern systems and guidelines, delivered as documented Figma files.
- Own client relationships, briefs, timelines and delivery as an independent B2B partner.

Product Designer | Intersolia AB (SaaS, B2B Platform)

May 2025 – Jan 2026

Halmstad, Sweden

- Redesigned [iPublisher](#) workflows by improving inconsistent UI, weak collaboration features, and inefficient filtering, increasing workflow efficiency by 40%.
- Simplified fragmented **SDS tools** and complex compliance workflows into more intuitive user experiences for regulatory teams by turning 3 legacy tools into one unified SaaS platform. (lidatohidi.com/home/sds-department)
- Conducted interviews with international and in-house users to identify key usability issues and workflow pain points in iPublisher and SDS tools.

UI/UX Designer | Autoliv AB / Master Thesis (Safety-Critical Mobile & In-Car Interaction)

2024

Sweden, Remote

- Designed UI and visual interaction systems for in-vehicle HMI and a connected mobile application (EmergX)
- Worked within strict automotive design standards and cross-functional engineering constraints
- Delivered production-ready assets with clear visual hierarchy for safety-critical contexts
- **Automotive industry experience directly relevant to AFRY's project environment**

Portfolio reference: lidatohidi.com ([EmergX / Autoliv case study](#))

UX Designer | Visualiseringscenter C (Interactive Science & Simulation Experiences)

2023 – 2024

Norrköping, Sweden

- Designed interactive installations and data-visualisation narratives that made complex environmental and geospatial datasets understandable for a broad audience.
- Worked directly with researchers and stakeholders to keep data accurate while improving visual clarity.
- Produced 2D animation and motion sequences explaining multi-layered scientific models.

Senior Designer | Fibodex (Fintech, Data-Intensive Systems, B2C)

2019 – 2022

Armenia, Remote

- Led visual design across branding, dashboards, and marketing campaigns.
- Created the full visual identity for Fibodex, including a concept-driven logotype built around Fibonacci / blockchain structure

- Coordinated a small team of designers and aligned deliverables with product and business goals
- Built design systems and reusable asset libraries to maintain consistency at scale
- lidatohidi.com/home/fibodex

Graphic Design Lecturer | Al-Zahra University

2020 – 2022

Tabriz

- Taught layout, typography, color theory, and visual composition
- Planned coursework and provided structured critique to develop students' design execution

Design Manager | Hojbi Advertising Group

2019 – 2020

Tabriz

- Managed graphic design project workshops, concept generation, final iteration and hand-over.

Junior Graphic Design and internship roles available on request or on my [LinkedIn](#)

2010 – 2022

Education

- Master's Degree in Design | Linköping University, Sweden | 2022 – 2024
- Master's Degree in Graphic Design | University of Tehran (Fine Arts Faculty) | 2016 – 2019
- Bachelor's Degree in Graphic Design | 2012 – 2014

UX & Product

Complex B2B / enterprise UX · Information architecture · Flows for search, analysis, enrichment and reporting · Data visualisation and dashboards · Table-, graph- and map-heavy interfaces · Interaction and pattern design · User research and usability testing · Rapid prototyping · Accessibility (WCAG) and usability heuristics · Developer handoff and specifications

Tools

Figma (variables, auto-layout, component libraries) · FigJam, Notion, Jira · Adobe Illustrator, Photoshop, InDesign · After Effects, Premiere Pro · Siemens TIA Portal (HMI) · HTML and CSS foundations · Layout, typography and visual hierarchy

Certifications

- Design Systems & Accessibility
- Agile Project Management
- AI for Design & Research
- HTML, CSS & Web Foundations

Languages

German (A1, actively learning) · English (Fluent) · Swedish (Working proficiency) · Persian & Azerbaijani (Native) · Turkish (Fluent)

Case Studies

SDS / compliance platform, EmergX (Autoliv), Fibodex: lidatohidi.com

References

- **Jörgen Skoglund** | CPO, Intersolia Sweden AB | Contact information available on request
- **Per Svedensten** | CEO, NMS Research Center Sweden AB | Contact information available on request