

Maryam Nadali

SENIOR PRODUCT DESIGNER

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UX designer with 8+ years in enterprise design and a media/entertainment focus since 2022. Led the design of SpherexAI, an award-winning content intelligence platform that integrates AI/ML to power localization, compliance, and global distribution. Skilled in building intuitive, creator-focused tools in complex, fast-moving domains.

SKILLS

Enterprise SaaS UX · Media & Creator Tooling · AI/ML-Driven Interfaces · Design System · End-to-End Product Design
Product Strategy · Workflow Design · Cross-Functional Collaboration · Figma Expert · Rapid Prototyping
Interaction & Visual Design · User Research · Heuristic Evaluation · Accessibility · Usability Testing

WORK EXPERIENCE

Spherex | Lead AI/ML Product Designer July 2022 – Present

- Led the end-to-end design of SpherexAI, an enterprise content intelligence platform recognized with **Best of Show at IBC2024**, nominated for a **DEG EnTech Award**, and secured **AWS** and **DPP** partnerships; contributed to 100% customer retention and new enterprise growth.
- Designed AI-driven localization and distribution workflows for global media studio partners, aligning user needs with cultural, regulatory, and business requirements.
- Built and launched Spherex's first design system, **reducing UI dev time by ~40%**.
- Owned UX and product strategy for a suite of ML-integrated tools, aligning user needs with business goals in close partnership with PMs, engineers.

NC State University | Graduate Teaching Assistant Aug 2020 – July 2022

- Mentored student teams on UX and human-centered design projects.

Labcorp | UX/UI Design Intern May 2021 – Aug 2021

- Designed a scalable patient check-in flow for enterprise ops, securing executive buy-in for production through research-driven insights and usability evaluation.

Laboratory of Analytic Sciences | UX Designer Feb 2021 – May 2021

- Designed an NLU-powered interface that improved analysts' decision-making and secured stakeholder buy-in, sparking cross-agency interest in development and adoption.

NASA / Georgia Tech / NCSU | Haptic Interaction Designer Aug 2020 – Jan 2021

- Developed haptic interaction models for NASA's Diminished Reality Project, using user behavior insights to improve control and display for future mission applications. Presented research at **NASA IWS 2021**.

EDUCATION

NC State University | Master of Graphic and Experience Design

Graduate Faculty Award for Academic Excellence | GPA: 4.0

Thesis: Designed a smart physical system to support second-language acquisition through UX and product design

University of Tehran | BA French Language & Literature

CERTIFICATIONS

Google UX Design (Coursera)

Interaction Design (Coursera)