



# IRAJ ASADI

## Product Designer

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## OBJECTIVE

With +7 years as a product UX/UI designer, I solve complex business and user problems through the design thinking process. As a team player, I convert ideas into data-driven, user-friendly solutions & engaging designs & sometimes code them into reality.

## SKILLS

- **Master in**
  - User Experience (UX) Design
  - User Interface (UI) Design
  - Design System and Graphic Design
  - Wireframes & Prototyping
- **Expert in**
  - User Research
  - Data Driven Design
- **Advanced in**
  - Interaction Design
  - Information Architecture

## EXPERIENCE

### Senior Product Designer

Sheypoor

JUL 2023 - PRESENT

Sheypoor is Iran's top classified ads website & mobile application with +6 million Monthly Active Users (MAU). Serving B2B and B2C services, I developed my data-driven design skills & helped improve design system.

- Initiated several data gathering events and monitored them in the design process.
- Helped improve listing impressions, lead generation by 20% & increased conversion rate by 15%.
- Led the user research & conducted usability testing.
- Conducted A/B tests to improve user retention and satisfaction.
- Developed and delivered presentations to audiences of up to 50 people.
- Collaborated closely with engineers for smooth design-code integration, elevating the front-end experience.

### Senior Product Designer

Noavaran Abi

SEP 2021 - JUL 2023

The company provides cloud-based booking & payment solutions for restaurants and hospitality businesses. In a SaaS platform, I leveraged my product design skills to simplify wicked problems & design user-friendly solutions.

- Led Dashboard, PWA Mobile App, and Website design.
- Created Personas & simplified complex problems into stakeholder-friendly maps.
- Facilitated ideation workshops.
- Worked on GUI, sketches, diagrams, wireframes, & mockups.
- Designed logo, brand identity, and introduced business special colors.

### Lead UX/UI Designer

Rayanmehr

FEB 2019 - SEP 2021

Engaged with various projects like E-Charge, leading player in B2B & B2C e-commerce platform for mobile top-ups influencing +1 million users. An online game SaaS and an enterprise messaging system. I initiated a UX team and headed designers to help launch products from scratch in cross-functional teams.

- Introduced design process and helped designers stick to it.
- Overhauled websites, dashboards, iOS and Android apps.
- Led user research, addressing Gen-Z and extreme user pain points.
- Improved usability and streamlined user journeys.
- Collaborated cross-departmentally for seamless, audience-aligned experiences.
- Established a holistic design system.

## Senior UX Designer

Arian Novin

SEP 2016 - FEB 2019

With +230 clients, benefiting +45,000 users, they automate info cycles with BPMS and BI.  
I designed a cohesive B2B/B2C platform spanning desktop dashboard, website, and responsive web app.

- Led a user-centric approach via synthesis sessions, fostering team alignment and innovative solutions.
- Collaborated closely with engineers for smooth design-code integration, elevating the front-end experience.
- Achieved a reduction in customer complaints through market research and user-centered design.
- Increased user engagement and user retention by information architecture and UI redesign.

## TOOLS

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### Design Tools

Figma, Sketch, Adobe XD, Adobe Creative Suite

### Analytics Tools

Tableau, Google Analytics, Hotjar, Clarity

### Project Management Tools

Confluence, Slack, Jira

### Web Development Tools

HTML, CSS, JavaScript, Object Oriented Patterns, Low-code application frameworks

## CERTIFICATES

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- UX Management: Strategy and Tactics
- Agile Methods for UX Design
- Conducting Usability Testing
- User Research Methods
- Design Thinking
- The Practical Guide to Usability
- Web Design for Usability
- Design for the 21st Century
- Journey Mapping

## EDUCATION

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- **MSc Computer Software**

Azad University of Zanjan

SEP 2014 - SEP 2016

GPA: 8.8/10 - Worked on Persian tweets using the Support Vector Machine (SVM) algorithm in Machine Learning

- **BSc Information Technology**

Payamenoor University of Zanjan

## ACHIEVEMENTS

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- 3rd Place - 2nd International Design Festival "Krasny Prospekt," Russia, May 2018
- 1st Place - 42nd WorldSkills Int'l Graphic Design Competition, Germany, May 2013
- 1st Place - 8th Iran National Skills Graphic Design Competition, Apr 2008

## TEACHING

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- Iran Technical & Vocational Training Organization Mentorship
- The Academic Center for Education, Culture and Research University
- 10+ Years of WorldSkills International Involvement as Expert in Competitions

## EXPERIENCE ACROSS DOMAINS

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- Reservation/Booking Systems
- Check-In/Out Solutions
- SaaS Platforms
- Classified ads
- Real Estate
- Travel and Tourism
- Chat & Messaging services
- Restaurant Solutions
- Cashback Programs
- E-Commerce Platforms
- Game Platforms
- Loyalty Program Platforms
- Brokers & Trading Platforms
- VR/AR/MR
- BPMS

## DIVERSE SKILL ENSEMBLE

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### Design Proficiency

User Experience (UX), Interaction Design, User Interface (UI), Information Architecture, Usability, Wireframing, Prototyping, User-Centered Design (UCD), Human-Centered Design, Persona, User Research, User Journey, A/B Testing, Visual Design, Design Thinking, Accessibility, Responsive Design, Mobile Design, Product Design, Iterative Design, User Flow, Data Analysis, Design Thinking Process, Graphic Designer, Gamification, Visual Designer, CX Designer, Product Designer

### Team and Project Management

Teamwork, Agile, Scrum, Collaboration, Communication, Adaptability, Problem Solving, Critical Thinking, Empathy, Creativity, Leadership, Time Management, Open-mindedness, Conflict Resolution, Decision Making, Flexibility, Active Listening, Empathetic Design, Cross-functional Collaboration, Stakeholder Management, Presentation Skills, User Advocacy