Masoud Mirzamani

Senior Product Designer with over nine years of experience, designing and building successful products that effectively meet the needs of users and stakeholders. Career experience in HR Software, Finance, B2C SaaS, and Healthcare.

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EXPERIENCE

Digikala — *Senior Product Designer*

2022 - PRESENT

Digikala is one of the biggest tech companies in the MENA region, offers a wide range of services including HR software solutions.

- Demonstrated expertise in collaborating with the product manager to develop product roadmaps, product strategy, product requirements, user stories, and project plans aligned with business goals for two entirely different products.
- Led the design of two successful products within tight deadlines from conception to launch. The products began to sell successfully within a week of their launch, resulting in significant revenue growth. We improved user acquisition by 30% and a 40% increase in user engagement.
- Developed and implemented design processes and systems that improved team efficiency and ensured consistent delivery of high-quality design work, resulting in the timely completion of each software module within a 4-month timeframe.
- Performed user research on more than 2100 users and utilized a variety of methods, including usability testing, survey, heatmap, and A/B testing. To gather insights and identify areas for product improvement and feature prioritization.
- Created and maintained design systems, including style guides, pattern libraries, and design specifications, to ensure consistency and scalability of design work.
- Produced wireframes, prototypes, and visual designs using tools such as Figma for web and mobile applications.
- Collaborated with engineering teams to ensure design feasibility and accurate implementation of design work across all user touchpoints.
- Conducted post-launch analysis to evaluate product success and identify areas for improvement.
- Participated in recruiting and hiring efforts, identifying and hiring top talent that aligned with the organization's values and goals.
- Mentored and oversaw junior designers, providing guidance and feedback to improve their skills and performance.

Ragham — *Senior Product Designer*

2020 - 2022

Ragham is a cloud-based accounting app. We successfully expanded our one feature product into a full-featured accounting solution. As a sole designer, these are my accomplishments:

- Conducted research and designed the service, from how it should work to how it looks.
- Discovered key hurdles and users' needs by collecting qualitative data from interviews and feedback.
- Implemented multiple metrics to monitor users' successes and failures.

HARD SKILLS

User Interface Design
User Experience Design
Product Design
Design System
User Research
Interviewing
Usability Testing
Prototyping
Wireframing
Interaction Design
Data-Driven Design
A/B Testing
Journey Mapping
Information Architecture
Product Strategy
Business Skills

SOFTWARE STACK

Figma
Sketch
Photoshop
Principle
Webflow
HTML/CSS
Google Analytics
Microsoft Clarity
Zeplin

SOFT SKILLS

Leadership
Teamwork
Verbal and Presentation Skills
Customer Empathy
Communication
Collaboration

LANGUAGES

English (Fluent)
Persian (Native)

- Designed the user flows, built a design system, and shaped the entire product experience from scratch.
- Orchestrated various usability testing sessions and iterated the design based on the findings.
- Transformed the onboarding process and increased the two-week retention rate by 24% through iterative design based on usability testing.
- Refined the production process by restructuring the workflow to communicate better with the development team.
- Managed to increase sales 4x the next month of launching the new app.

More information on this article: **Accounting Made Simple for Shop Owners** ↗

Cane — *Founder & Product Designer*

2018 - 2020

A mobile app to track blood glucose levels. My accomplishments:

- Bootstrapped my startup, researched the field and market, and came up with a business idea.
- Organized research and worked with five specialist doctors to understand potential users and plan the product.
- Raised pre-seed funding and built a team of five people to develop the app.
- Designed and oversaw the production process and initiated the marketing.

More information on this article: **A Software Aid to a Better Health** ↗

Freelancing

2017 - 2018

I teamed up with a broad range of small to well-known Iranian companies as a UX/UI designer, product manager, and consultant. Visit my portfolio ↗ or LinkedIn profile ↗ for more info.

Riviko — Co-*Founder & Designer*

2014 - 2017

An app to find new events happening on the campus. My co-founder and I designed the service and the UI. We worked with developers to build and grow it.

More information on this article: **Discovering Campus Activities** ↗

VOLUNTEER EXPERIENCE

SoftwareTalks — *Design Lead*

2018 - 2020

SoftwareTalks is an open community for tech professionals, and I undertook all the visual design work, including brand design and website design.

More information on this article: **To Learn and Teach** ↗

EDUCATION

Azad University, Science & Research Branch—*Bachelor's Degree, IT*

2009 - 2014

Interaction Design Foundation — *Information Visualization*

2022