

MEHDI MIRZAIE

SENIOR PRODUCT DESIGNER

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SUMMARY

Passionate product designer with extensive experience in crafting user-friendly digital experiences and leading design projects across diverse industries.

EXPERIENCE

04/2024 - Present

Estonia

• Senior Product Design and Development Manager

WINaTALENT

<https://winatalent.com>

- Led complete redesign of business workflows, enhancing usability for clients and freelancers
- Overhauled dashboard with user-centered approach, achieving 58% increase in user engagement
- Partnered with development team to restructure data architecture
- Revamped invoicing process, reducing workload for support and financial teams



07/2024 - 12/2024

British Columbia, Canada

• Senior Product Designer

Terra Medica

<https://terramedica.ai>

- Designed clinic dashboard in collaboration with product manager and Expedia consultants
- Created user flows for patients and clinics, addressing key pain points



05/2023 - 06/2024

• Senior Product Designer

Atisaz Bazar Broker

<https://atisazbroker.com>

- Redesigned company website, achieving 400% increase in user engagement
- Developed SSO system leading to 18% increase in new user registrations



04/2021 - 10/2021

• Senior Product Designer

KhorshidLab

<https://khorshidlab.com>

- Led end-to-end interface design process from concept to implementation
- Developed comprehensive design system including component library



04/2020 - 09/2020

• Senior Product Designer

Farabi Financial Group

<https://irfarabi.com>

- Led website redesign using Clarity analytics insights
- Spearheaded CMS redesign and implemented design system across three platforms



12/2019 - 04/2020

• UX Designer

Farabi Financial Group

- Implemented mobile-optimized solution for 500+ branch locations, achieving 45% increase in engagement
- Conducted user research through branch manager interviews and customer surveys

EXPERIENCE

04/2019 - 11/2019

- Art Director / UX Researcher

BimeBazar

<https://bimebazar.com>

- Conducted A/B testing for application usability
- Executed data-driven homepage redesign
- Maintained unified brand visual language across digital platforms

01/2018 - 12/2018

- UI Designer

Putech

- Designed 28-screen fruit delivery mobile application
- Developed landing pages for company applications



EDUCATION

10/2017 - 10/2019

- Masters of Arts - MA, Animation, Video Graphics and Special Effects

Soore University



01/2013 - 12/2017

- Bachelor of Arts - BA, Graphic Design

University of Applied Science and Technology



SKILLS

Design Strategy, Product Road Mapping, Market Research, Problem Solving, Product Development, UX Research, Design Thinking, Information Architecture, User Experience (UX), User Interface Design, User Experience Design (UED), User-centered Design, Figma, Adobe Creative Suite, Wireframing, Product Design, User Flows, Prototyping, Usability Testing, Usability test

KEY ACHIEVEMENTS



Assisted 3 Million+ Users in Finding Brokerage Branches

Revolutionized branch accessibility at Farabi Financial Group by redesigning the branch locator system. Implemented an industry-leading solution that improved access to 200+ brokerage locations for over 3 million users, setting a new benchmark in the Iranian financial sector.



Achieved 35% Conversion Rate for Registration Completion

Optimized Atisaz Broker's registration process by reducing steps from nine to three. Combined with targeted SMS marketing, this streamlined approach converted 40% of incomplete registrations to successful completions, significantly improving user onboarding efficiency.



Launched New Business Line Generating €10,000+ Revenue

Developed "Refriend" at WINaTalent, connecting visa job seekers with international sponsorship opportunities. This innovative solution generated €10,000+ in revenue while providing essential services for international job seekers.