MEHDI MIRZAIE

SENIOR PRODUCT DESIGNER

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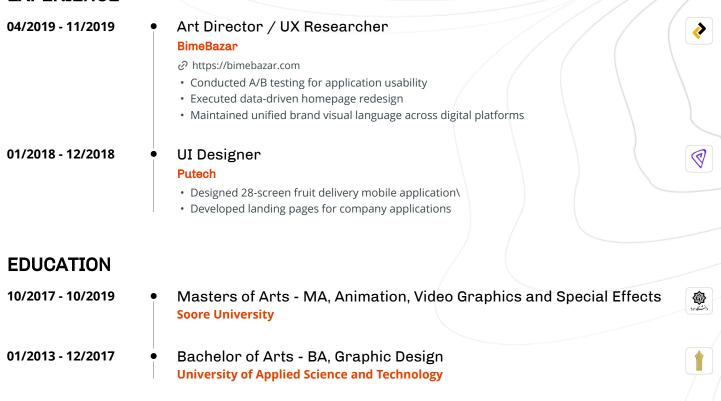
SUMMARY

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 	hin
07/2024 - 12/2024 •	Senior Product Designer	
British Columbia, Canada	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	FIII
	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	K
	KhorshidLab	
	 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	K
	Farabi Financial Group	•
	 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



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.

Control Co

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.

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.