

Mehdi Mirzaie

Senior Product Design

- Tehran, Iran · Open to Remote / Global
- +989127380053
- LinkedIn

- Mehdi.MMirzaie@gmail.com
- MehdiandMe.com
- Dribbble

Profile

Senior Product Designer with **7+ years of experience** delivering high-impact digital products across **fintech, marketplaces, SaaS, and healthcare**. Strong background in **end-to-end product design**, complex dashboards, and data-heavy workflows. Known for translating business goals and technical constraints into **clear, trustworthy user experiences**. Comfortable working in fast-paced, high-risk environments such as **crypto and financial platforms**.

Work Experience

- Nova Voya Technologies**

Product Lead

05/2025 – Present
Dubai, UAE (Remote)

 - Led **end-to-end product design** for a two-sided digital marketplace from concept to launch.
 - Designed user flows for multiple roles with complex permissions and operational needs.
 - Integrated **AI-powered onboarding and data creation**, reducing provider setup time to **under 5 minutes**.
 - Improved information clarity and navigation in data-dense interfaces.
 - Acted as the main design partner to business and engineering teams, ensuring product scalability and long-term growth.
- WINaTALENT**

Senior Product Design & Development Manager

04/2024 – Present
Estonia (Remote)

 - Owned UX for **multi-role dashboards** serving freelancers, clients, and internal operations.
 - Led a full redesign focused on **workflow efficiency and automation**, reducing manual actions.
 - Designed client and operations dashboards that simplified complex processes.
 - Contributed to ideation and launch of **Refriend**, supporting international expansion.
 - Collaborated closely with product and engineering to align UX with business priorities.
- Atisaz Bazar (Fintech / Capital Markets)**

Senior Product Designer

05/2023 – 06/2024

 - Redesigned the main platform, increasing user engagement by **400%**.
 - Designed a simplified **SSO onboarding flow**, increasing new registrations by **18%**.
 - Created a custom CMS for financial content including news, podcasts, and video.
 - Used behavioral analytics and user research to identify and resolve UX friction.
 - Established a consistent visual direction across digital products.
- Farabi Financial Group**

Senior Product Designer / UX Designer

12/2019 – 09/2020

 - Improved trading and investment platforms through iterative UX enhancements.
 - Redesigned content management experiences across multiple financial products.
 - Conducted research that led to a **45% increase** in engagement with location-based features.
- BimeBazar (Insurtech / Fintech)**

Art Director / UX Researcher

04/2019 – 11/2019

 - Led UX research and usability testing for a large-scale insurance comparison platform.
 - Designed and executed **A/B tests** to validate usability improvements and reduce friction.
 - Delivered a strategic homepage redesign informed by user behavior analysis.
 - Designed responsive mobile app experiences aligned with the web platform.
 - Improved conversion and engagement through data-driven UX decisions in a regulated financial context.

Early Career

Khorshid  <i>Senior Product Designer</i>	04/2021 – 10/2021
Putech Technology <i>Senior UI & Visual Designer</i>	01/2018 – 12/2018
Hostinja <i>Design Consultant</i>	01/2018 – 01/2019
Hampa <i>UI/UX Designer</i>	

Projects

Website Redesign for a Medical Practice (Patient Trust & Conversion Focus)  <i>Dr Farid Ghasemzadeh's Website</i>	11/2025 – 12/2025
Healthcare Website Redesign for a Multi-Location Clinic  <i>Kanata Clinics Website</i>	10/2025 – 12/2025
Marketing Website Redesign for Money Transfer Service  <i>Jibimo's Website</i>	11/2020 – 12/2020
Personal Portfolio Website — Design & Implementation  <i>MehdiandMe.com</i>	
Website Design for a AI Law Firm Company  <i>Codylex.com</i>	

Skills

- Product Strategy & UX Leadership	- Complex Dashboard & Data-Heavy UX	- Fintech UX Principles
- User Trust, Clarity & Performance	- AI-Assisted & Automation-First Flows	- Cross-Functional Collaboration
- UX Research & Data-Driven Design	- Marketplace Platforms	

Education

Masters of Arts - MA, Animation, Interactive Technology, Video Graphics and Special Effects <i>Soore University</i>	10/2017 – 10/2019 Tehran, Iran
Bachelor of Arts - BA, Graphic Design <i>University of Applied Science and Technology</i> <i>Activities and Societies: Best Student of the year</i>	10/2013 – 07/2017 Tehran, Iran

Languages

English C1