

Mehdi Mirzaie

Senior Product Designer

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SUMMARY

Senior Product Designer with 7+ years of experience designing high-impact digital products across fintech, two-sided marketplaces, healthcare, and AI-powered platforms. Specialized in complex, data-heavy dashboards, scalable design systems, and end-to-end product delivery from discovery through launch. Recognized for research-driven, data-informed design, close partnership with Product and Engineering, and AI-assisted workflows that accelerate delivery without sacrificing craft.

EXPERIENCE

Web, Content & Information Architecture Owner | Kanata Health (Kanata.health / Kanataclinics.com) — Canada (Remote) October 2025 – Present

Multi-location diagnostic clinic — Kanataclinics.com project

- Designed and built user-facing pages for consultations, travel and logistics, ADHD, cancer screening, and genetic testing to improve trust, clarity, and conversion.
- Structured complex clinical information into navigable patient journeys; defined SEO metadata and blog architecture; resolved Safari mobile and navigation defects.

Website Designer, Contract | DrFaridOrtho.com — Healthcare November 2025 – December 2025

- Redesigned medical practice web presence focused on patient trust, clarity, and appointment conversion.

Product Lead | Nova Voya Technologies — Dubai (Remote) May 2025 – August 2026

Medical tourism marketplace — Healthcare, connecting patients with international providers

- Led end-to-end product design from concept to launch for a two-sided platform serving patients, providers, and operations teams with complex permissions and clinical requirements.
- Engineered AI-assisted provider-onboarding dashboard that auto-fills listings and reduced setup time to under 5 minutes; designed internal administration panel.
- Streamlined inbound patient requests by implementing HubSpot and WhatsApp automations to replace manual intake.

Principal Designer | ACOFirm Professional Corporation — Toronto (Remote) March 2025 – November 2025

- Directed product design strategy across multiple digital products, aligning business objectives with user needs and defining roadmaps, feature priorities, and minimum viable products with product managers and stakeholders.
- Owned end-to-end design lifecycle from discovery, wireframing, and high-fidelity prototyping to developer handoff; translated complex requirements into clear, intuitive experiences.
- Conducted user research, market analysis, and usability testing; built and maintained scalable design systems.

Product Designer, AI | Codylex — Codification of International Law — AI Legal Platform March 2025 – November 2025

- Designed landing page, internal dashboard, and AI chatbot interface for international lawyers; defined Markdown-based knowledge presentation from United Nations-sourced documentation with Engineering.
- Collaborated directly with an international lawyer to map workflows and pain points; evaluated competitive AI chatbot products to inform interaction patterns.
- Structured information architecture for folder-based knowledge organization and sharing; established visual identity, logo, and social templates.

Senior Product Design & Development Manager | WINaTALENT — Estonia (Remote) April 2024 – Present

Two-sided marketplace / SaaS for freelancers and clients

- Spearheaded end-to-end design and development of two-sided marketplace dashboards; redesigned and automated freelancer dashboard to improve workflow efficiency and reduce manual interactions.
- Designed automation-focused client dashboards that simplified operational processes and accelerated project management.
- Built and maintained design system and documentation across contract flows, dashboards, and navigation; aligned product strategy, user experience, and technical execution with business goals.
- Contributed to ideation, design, and launch of Refriend (refriend.xyz).

Senior Product Designer | Atisaz Bazar — Tehran May 2023 – June 2024

Stock-market media / fintech

- Redesigned company website using a user-centered approach, resulting in a 400% increase in user engagement.

- Developed bug-free Single Sign-On (SSO) validated through user testing, increasing new registrations by 18% through simplified onboarding.
- Designed custom content management system for news, podcast, and video content; established consistent visual identity; analyzed behavior with Microsoft Clarity and Google Analytics and conducted surveys to inform product development.

Senior Product Designer | Khorshid — Iran April 2021 – October 2021

- Led design of user-friendly interfaces from concept to engineering handoff, ensuring visual integrity and consistency.
- Developed comprehensive design system, including component library, color palettes, wireframes, and sitemaps.

Senior Product / UX Designer | Farabi Financial Group — Tehran December 2019 – September 2020

Investment and trading

- Led comprehensive website redesign informed by Clarity analytics; redesigned Amoozin.com content management system with a cohesive design system across three platforms (irfarabi.com, Amoozin.com, help.irfarabi.com).
- Directed end-to-end registration and onboarding redesign for new investors in partnership with Research and Marketing, targeting measured drop-off points.
- Conducted branch-manager interviews and customer surveys; delivered mobile-optimized solution for 500+ branch locations, increasing engagement with branch information by 45%.

Art Director / UX Researcher | BimeBazar — Tehran December 2018 – November 2019

Insurtech — insurance comparison

- Designed and conducted A/B tests to validate usability and implemented data-driven improvements; executed homepage redesign informed by user-behavior analysis.
- Developed responsive mobile interface aligned with web; maintained unified brand visual language across digital platforms; produced persona-driven content that increased Instagram conversion by 1.1%.

ADDITIONAL EXPERIENCE

Design Consultant, Hostinja — 2018–2019 | Marketing Site Redesign, Jibimo.com — 2020 | Senior UI and Visual Designer, Putech Technology — 2018 | Design Consultant, Hampa — 2016–2017

EDUCATION

Soore University, Tehran — M.A., Animation and Interactive Technology, 2017–2019

University of Applied Science and Technology — B.A., Graphic Design, 2013–2017; Best Student of the Year

SKILLS

Design: Product strategy, UX leadership, design system design, design systems and documentation, information architecture, user flows, micro-interaction design, complex dashboard and data-heavy UX, fintech UX, healthcare UX, marketplace platforms

Tools: Figma, Framer, Adobe Suite (Photoshop, Illustrator, After Effects, Premiere)

Research & Data: End-user research, usability testing, A/B testing, market analysis, Microsoft Clarity, Google Analytics, AI-assisted automation-first workflows

Product & Collaboration: Cross-functional partnership with Product and Engineering, Scrum, PRD definition, roadmapping, minimum viable product definition, developer handoff

Languages: Persian (Native), English (C1, Professional), Dutch (Elementary)

CERTIFICATIONS & RECOGNITION

- UX Design Certification, Google.
- Featured Artist in 3D Renders, Unsplash — April 2025, January 2025, September 2023; designs viewed 14M+ times.