



Ahmad Abbasi

Product Designer

A designer committed to enhancing user experiences through empathy and effective resolution of challenges.

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Experience

May 2022-Present
Tehran | Full-time

Product Designer

Mofid Securities

- Implemented user flow changes, achieving an average 10% reduction in churn for the Mofid App.
- Designed and integrated an AI-powered chatbot, leveraging components from a carefully crafted design system.
- Executed company-wide, 53.33% adoption across 8 products, enhanced design consistency and efficiency, collaborated on seamless integration, established ongoing maintenance protocols.
- Enhanced design systems by integrating scalable components and patterns that streamlined the design process and enforced brand consistency across multiple platforms.
- Proficient in implementing and optimizing DesignOps processes for efficient design workflows.

May 2023-Jul 2023
Tehran | Contract

UX | UI Design Instructor

Hamrah Aval

- Successfully presented over 30 hours of instructional sessions in UX/UI design.
- Integrated real-world examples and case studies to provide practical insights into UX/UI design challenges and solutions.

Feb 2023-Apr 2023
Tehran | Contract

Product Designer

Afra Tether

- Developed a user-friendly dashboard, Contributed to improved user experience.
- Improved information architecture for efficient data organization and retrieval within the product.
- Collaborated with cross-functional teams including developers, product managers, and UX designers to ensure alignment of design goals with business objectives

Oct 2021-May 2022
Tehran | Full-time

UX | UI Designer

Behsazan Mellat

- Redesigned «Mobasher Mellat » the interface in accordance with the established design system, ensuring visual consistency.
- Worked on the Teams Component Library and the Uniform Design System, the design system for Bank Mellat.
- Incorporated design systems to ensure brand coherence and streamline design processes.

Aug 2019 -May 2021
Esfahan | Remote

CO-Founder and UX | UI Designer

Tabairan

- Building wireframes & prototypes which were then turned into functional and responsive digital products.
- Designed web interface for "TabaPay", "TabaHost", "TabaSite".
- Executing the visual designs for different platforms.

Volunteering

Feb 2019 - Apr 2019
Remote

UI Designer

Sanayesoft

- SanayeSoft was a project for Industrial Engineering students.
- Executing the visual design from concept to final hand-off.
- Redesigned the logo brand

Skills

Design

Design System, Style guide, Design Ops, Interaction Design, Responsive Design, User flows, Information Architecture, Wireframing

Research

Usability Testing, User interviews, Stakeholder interviews, Benchmarking, Competitive Analysis, Surveys, Observation

Prototyping

Figma, Adobe XD, Sketch, Protopie

Other

Working knowledge of HTML/CSS, Lean UX, WordPress, SEO knowledge, Google Analytics, Knowledge of Agile and Scrum Methodology

Certificates

Product Design

Interaction Design Foundation
Membership No. 143188

Product Management Basic

Shervin. Mashayekh

User Experience Design

Ali. Babaei
Certificate ID 15052897

How to Build Digital Products

Product School
Certificate ID cert_5j0t6f84

How to Scale your Product

Product School
Certificate ID cert_yyrygg1y

Education

Bachelor of Engineering, IT

Bu-Ali Sina University
Aug 2017 - Jul 2021