

Highly analytical UX Designer and Project Manager with a background in Industrial Engineering and Interaction Design. Expert at bridging the gap between design vision and technical execution within SaaS and B2B environments. Proven track record of leading cross-functional teams, scaling user bases from thousands to millions, and optimising product lifecycles through Agile methodologies and data-driven insights.

## PROFESSIONAL EXPERIENCE

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**PRODUCT DESIGNER**, UniFlow – Remote Feb 2024 – Present

- Information Architecture: Lead the structural design and blueprinting of a complex B2B finance platform, translating intricate valuation logic into scalable product hierarchies.
- Development Alignment: Create comprehensive product blueprints and interaction maps to facilitate precise development planning, reducing engineering friction and ensuring feature feasibility.
- SaaS Strategy: Simplifying the valuation process by adding an automative feature for 441 users.

Tools: HTML, CSS, Adobe Creative Suite, Figma, Agile, Customer Satisfaction Strategy, User Interface

**PRODUCT MANAGER / UX DESIGNER**, Lixone Inc. – Toronto, Canada (Remote) Jul 2022 – Feb 2024

- Designed a fitness app and accompanying website with AI-augmented user experience for tailored programme engineering
- Led a design and development team of 7 staff through the seed funding process
- Created a pipeline to accelerate idea to product timeline from an average of 6 months to 3 weeks by standardising prototyping iterations and for a supporting effective change

Tools: React, HTML, CSS, Figma, Miro, Adobe Creative Suite, Jira, Confluence, AWS

**DIGITAL DESIGN TRAINER**, Software Development Academy – Remote Mar 2021 – Jan 2025

- Taught project design to over 70 students through 5 iterations of a six-month course covering how to:
  - Apply instructional design to create engaging and accessible experience across a range of modalities
  - Manage projects by setting objectives and creating a timeline for project completion
  - Analyse data to identify trends, gaps, and opportunities for improvement, present insights to stakeholders and recommend actions, Working on SaaS and B2b Web applications, UX patterns, and data-driven workflows
- Improved the course through implementation of Agile work practices and adding continuous evaluation based on micro-tests for improved student engagement and feedback
- Taught portfolio design, Figma component design, prototyping and system-level design and gave tailored feedback which led to an average of over 50% of students being hired by the end of each course iteration

Tools: HTML, CSS, Adobe Creative Suite, Figma, Agile, Articulate Storyline, Rise, Vyond

**UX DESIGNER**, Freelance – Tehran, Iran Jan 2015 – Jul 2021

- Mobile educational app "QMarz": re-designed using user research, building a new UI and in-game currency system.
  - Increased user base from 2000 users to +1.2 million over 6 months
  - Guided user behaviour to increase retention by 170%
- Graphic design for Vahooman advertisement agency: contributed to a multi-disciplinary team to define design requirements, manage product development and conduct systematic quality control for advertisement campaigns.

Tools: Adobe Creative Suite, Sketch, Figma, JavaScript, Google Analytics, HotJar

## SKILLS

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**Tools & Techniques:** Adobe Creative Suite, Figma, Figjam, Miro, Microsoft Office, Notion, Principle, Framer, Axure, Agile, Jira, Confluence, AWS, Google Analytics, HotJar

**Languages:** HTML5, CSS, JavaScript, Python

**Frameworks:** React, Vue.js, Next.js, Bootstrap

## EDUCATION

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**Estonian Academy of Arts (EKA)** – MA in Interaction Design 2021

**University of Eyvanekey** – BSc in Industrial Engineering 2014

**Inverse School** – Design certification 2015