Aref Ahmadi Araghi

Product Designer

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EXPERIENCES

Product Designer, Relex · Dec 2022 - Present

- Improved B2B dashboard experience by conducting customer interview
- Validated design decisions by conducting usability testing sessions using Figma prototype
- Brought team-level components to company-level design systems and added new components to the main design system according to the product needs

Product Designer, Happeo · May 2022 - Oct 2022

- Conducted user research for mobile app, including selecting the right candidates (from internal and external stakeholders), defining goals, preparing interview questions and prioritizing the data. Also designed the UI for the first version to present to stakeholders.
- Enhanced the direct task completion rate by 42% by redesigning the responsive search experience for this B2B web platform based on user feedback.
- Designed animated illustrations for empty states, using Rive.

Product Designer, Global Work And Travel · Sep 2021 - May 2022

- Redesigned a web data-heavy customer dashboard based on the user interview and Full Story data. As well as articulating design decisions.
- Enhanced dashboard experience of the B2B side of the product

Product Designer, Mofid Securities · Aug 2020 - Sep 2021

- Created a financial mobile app called My Mofid. Our team increased the success rate and user engagement.
- Organized the design team to craft a design system in Figma (components, etc) to achieve a cohesive visual and functional consistency across the various user interfaces.

UI/UX Designer, Namava · 2019 - Aug 2020

- Led redesign process of a VOD live service called Namava, and I delivered a mobile end to end experience using user interview, focus group and usability test data.
- Established a design system and created a UI kit in Sketch, also I defined the design tokens structure.

- Re-designed the search experience on the web using user test and survey (after the successful result that the brand reached on app platform).
- Contributed to launch the new brand identity and designed marketing campaigns assets. As a senior designer, I trained a mid-level designer as well as a junior designer.

Product Designer, Shatel · 2018 - Jul 2020

- Led the re-design of Shatel app and increased the user engagement and satisfaction. I designed the first design system in Shatel, including Sketch library, design token and visual guidelines. Additionally, I planned and applied the design system to all five products and made them more consistent.
- Organized sessions for developers and convenience them to use our design system, including design library and design tokens. Also, I managed and held design guild sessions for designers.

UI/UX Designer, SamssonApps · 2016 - 2018

- Improved user interface of a financial app called TOP (with more than 1M user)
- Designed a trivia game called Quizell. I conducted user interview sessions to achieve a user centric approach. I crafted illustrations, sound effects and micro-interactions for the game and I tried to use storytelling techniques in the game.

SKILLS

Design
User Interface Design, Interaction Design, Design System, Wireframe, Storyboard, User Flows, Micro-interaction, Information Architecture, Illustration, Data Visualization, Icon Design, Typography, Motion and Gamification

User Research
User testing, User Interview, Usability testing, Focus Group, Card Sorting, Persona, Field Studies and A/B Testing

Prototyping
Low-fidelity and high-fidelity interactive prototypes

TOOLS

Figma, Sketch, Rive, Photoshop, Illustrator, Principle, After Effects, Rive, Lottie, Dovetail, Full story, Pendo, Hotjar, Firebase, Zeplin, InVision, Miro, Jira and Slack

EDUCATION

Azad University of Arak
Bachelor's degree of Industrial Engineering; Planning and System Analysis