

PROFILE

Senior product designer working across research, UI and product ownership. Seven years, three countries, mostly remote — and mostly spent on the unglamorous parts of a flow: onboarding, empty states, and the screen before somebody gives up.

EXPERIENCE

Apsy

Nov 2024 - Present | United States · Remote

Product Owner

Nov 2025 - Present

- Own product spec and design for client applications end to end, from discovery through App Store release.
- Run the full design process remotely for 10+ international clients, with no in-person handoff.
- Led 10 research engagements, competitive analysis, user interviews, flow mapping, and presented recommendations directly to client stakeholders and engineering.

Senior Product Designer

Nov 2024 - Present

- Design the states most specs skip: empty, error, permission-denied and partial-data.
- Maintain style guides and review front-end builds so the shipped UI matches spec.

Welf

Nov 2021 - Nov 2024 | Germany · Remote

Senior Product Designer

May 2022 - Nov 2024

- Led design for a retail-execution dashboard using image recognition to audit shelf compliance for grocery retailers and suppliers.
- Built and maintained the design system, working alongside engineers so the shipped build matched spec.
- Designed AI and AR features for mobile and web, turning model outputs and camera states into interfaces people could act on.

Product Designer

Nov 2021 - May 2022

- Promoted to Senior Product Designer after six months.

Hotelian

Mar 2019 - Sep 2021 | United Arab Emirates · Remote

Product Designer

Mar 2019 - Sep 2021

- First designer at a travel startup; owned research, UI and design QA across the booking product.
- Redesigned onboarding and the landing page.
- Ran heuristic and competitive analysis of major OTAs, used traffic analytics to assess rivals' positioning, and delivered flows, sitemaps and personas to the CEO.

HIGHLIGHTS

Product ownership

Apsy | since Nov 2025

Own product spec and design for client applications from discovery through App Store release.

Funnel recovery

Apsy | 2024-25

Sign-ups +25%, bounce -15%, onboarding drop-off -35%, support tickets -40%.

10 research engagements

Apsy

Competitive analysis, user interviews, flow mapping and recommendations presented directly to clients and engineering.

SKILLS

Product Design
User Research
UI Design
Design Systems
Motion Design
Prototyping

TOOLS

Figma
Rive
Jira
Microsoft Clarity
Google Analytics

Language

English / IELTS = 8.5
Persian