Human (Alireza) Abolghasemi

"Product Designer"

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ABOUT ME

In a hurry? Just read the black words :)

- Every day, I ask myself: Has my existence in these **26 years** been effective for the people around me?
- My **passion** for creating, **solving problems**, and answering the above question has driven me to **work** in the field of **product design** for the **past 4 years**. (Providing the user with an easier journey to reaching his goals. Obviously, **considering business conditions!**)
- On the other hand, I really **enjoy communicating** with people, and if it is a teammate, a programmer, or a manager, we will have a great time together. I am actually **exempt from military** service, but I am not sure where to put this in my story. :(
- And as someone who **strives to learn** and grow, I try to learn from the company and its people as much as possible.
- Due to my **3-year experience in programming**, I will make sure that my final design is the best version for implementation.
- Besides all of this, It would **be a pleasure** to work with you.

FULL-TIME EXPERIENCES

Product Designer

Jan. 2023 – Now

TOSAN
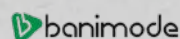
- Tosan provides comprehensive **banking solutions** for all Iranian banks, With over **3,000** employees.
- In various departments of the company, encompassing both **B2B and B2C** aspects, I have encountered numerous **challenges**, including:
  – Establishing communication with teams and individuals in **different job positions**
  – Understanding various complex **banking concepts and infrastructure**
  – **Improving** flawed or outdated **banking processes**
  – **Enhancing teamwork** due to the presence of multi-member product design teams
- The most impactful changes the company's product has undergone with my involvement include a significant redesign and **improvement** of the **design system** tailored to product requirements, streamlining lengthy processes, and **receiving positive feedback** from many banking **users** and employees post-implementation of changes.
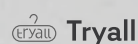
Product Designer

Aug. 2022 – Dec. 2022

banimode

- Banimode has enhanced the experience of buying clothes online in Iran while cooperating with **more than 400** Iranian and international **brands**.
- I designed new **features and edits** from customers feedbacks and I designed number of **landing pages** for various promotions and occasions. To improve the design, I tested and analyzed user behavior by **Hotjar**, User interviews, and **usability testing** depending on the type and importance of the landings until the last days when every landing was on production.
- After 5 months, the results were noticeable: a **decrease of about 31%** in the number of CRM calls from users about problems with the site, from about 190 to 129 calls per week.

Product Designer

Feb. 2021 – Jun. 2022

Tryall

- This platform is a modern online service for trying out clothes with high accuracy.
- I worked in this company for **more than 1 year** as a full-time product designer.

- It was a great experience working with a **team** of two product designers and a professional **design lead** and I learned a lot from them. We designed the product from the beginning.
- On the platform, I designed several pages, the full version of a **design system**, the user flow, and the user journey map. For some parts of our project, we even conduct **field studies**.

Frontend Developer

Apr. 2017 – Nov. 2019

R* JaryanSoft

- The company provides business intelligence and **process management solutions**.
- I was a front–end developer with expertise in **HTML**, **CSS**, and **JavaScript** during my time at the company.
- I have developed a number of **Login panels**, **management dashboards** and BPMS programs.

FREELANCE PROJECTS

Product Designer

Jul. 2022

TarbiApp

This application is designed to educate parents, with a focus on mothers, about how to properly educate children between the ages of 3 and 6. The final designs were approved by the TarbiApp team following briefing and feedback sessions.

Product Designer

Jun. 2021

Refah Private Banking

Refah private banking provides high quality financial and Non–financial services for wealthy clients and their families. I designed a complete financial–service dashboard for this bank remotely.

UI/ UX Designer

May. 2021

Refah Customers Club

I worked remotely on this project and redesigned the bank's customer club web pages. This project was both interesting and beneficial, as a wide variety of people used the site, and several opinions had to be considered regarding the final prototype.

UI/ UX Designer

Apr. 2021

Cement Online

I worked for cement online, the only official cement sales company in Iran, for 4 months remotely. All of the web pages were redesigned in response to stakeholders' requests and users' requirements.

UI/ UX Designer

Jul. 2020

Heechaa Store

It was an online store of women's clothing and home furnishings, which was one of my projects, and I designed the product interface and user experience processes.

PORTFOLIO

To see my portfolio **Click Here** or Scan this QR code.

Scan ME!

COURSES

Amanj, Product Design, Discovery
Ali Babaee | Score: 97/100   ⏻ Certificate

Inverse, UI/UX Design, Advanced
Hooman Hatefi | Score: 4/5   ⏻ Certificate

Spiral, Product Design, Practical
Hamed Bidi | Score: 100/100   ⏻ Certificate

Udemy, Adobe Xd, Practical
Daniel Walter Scott   ⏻ Certificate

SKILLS

- User Interview, Usability and A/B Test
- Survey, Benchmark, Field Study
- Atomic Design Methodology
- Create usable Design Systems
- Figma, Adobe Xd, Sketch
- Questionnaires (Porsline, Gform)
- Visual Collaboration Platforms (Miro)
- Project Management Tools (Trello, Jira)
- Html, Css, Wordpress

EDUCATION

Bachelor's degree in computer software eng. from Elmo **Farhang University**

VOLUNTEERING

500 Mentorship Minutes at ADPlist website   ⏻ Certificate