Mehrdad Rezaei

Product Designer, User Experience Designer

Portfolio: Mehrdod.com | Linkedin | MehrdodRezaei@gmail.com | (+98) 935-690-5003 | Tehran, Iran.

Summary

I'm Seeking a forever home. Looking for a full-time role where I can plant roots and invest myself in a company with strong values, a high-impact product, and a team of inspiring people. Perhaps most importantly, I genuinely enjoy using design to build accessible, inclusive, impactful user experiences. I'm looking for: A true experience design discipline, Clear commitment to excellence, High-impact product, internal growth opportunities, and AI opportunities.

Work History

Design Lead   Mar 2024 – Present

Lian | ERP system & electrical services | Tehran, Iran.

- Directly managed a cross-functional team of 5 designers, UX researchers, and UX writers across 6 products.
- Increased 10% on team satisfaction together with performance by revising processes, policies and measuring the team's well-being as well as efficiency through various tools, surveys, and sessions.
- Designed a comprehensive ERP platform with modules including HR, Finance, CRM, Procurement, Internal Communications, and Scrum Board, for enterprise clients.
- Led the team to restructure and redesign the Liana ERP's dashboard. (200+ daily active users).
- Developed the Experteam product for electrical services, involving: A customer-facing website for service requests; An Android app for electricians in the field; Dashboards for support agents, managers, and sales partners.
- Increased Experteam home page CTR per service by AVG 12%.
- Created and maintained scalable Design Systems, significantly improving design-developer handoff and UI consistency.
- Collaborated closely with product managers, developers, and sales teams in Agile/Scrum ceremonies to ensure alignment between design outcomes and business goals.
- Conducted design reviews and documented components and flows using Figma and Microsoft Clarity.
- Contributed to faster development cycles and clarified internal workflows by reducing team communication friction.

Lead Product Designer   Jan 2023 – Feb 2024

Helpsy | Mental health | Tehran, Iran.

- Led the product design efforts for a mental health platform, managing 4 designers within an Agile international setup.
- Designed 3 core dashboards: Therapist Dashboard (for session scheduling, client management, and therapy tracking), Client Dashboard (enabling booking, online sessions, test completion, and notifications), Admin Dashboard (for managing users, transactions, notifications, and platform-wide operations).
- Implemented scalable design workflows and systems, ensuring weekly reviews and stakeholder alignment.
- Collaborated directly with developers and other stakeholders to translate business needs into intuitive UI/UX solutions.
- Leveraged Figma, Hotjar, and Jira to support design, feedback, and iteration processes.
- Improved feature adoption and user engagement through refined flows and data-informed decisions.
- Played a key role in establishing a collaborative, feedback-driven design culture within a fully remote team.

Senior Product Designer   (Part-time) Sep 2022 – Jan 2023

Helpsy | Mental health | Tehran, Iran.

- Mentored and supported junior and mid-level designers on design best practices and product thinking.
- Participated in the design of key platform features, including session scheduling, testing modules, and onboarding flows.
- Took part in early UX research and collaborated with product teams to validate concepts before implementation.

Product Designer   May 2021 – Jan 2023

Amanj Academy | Education industry | Tehran, Iran.

- Found hypothesis with higher probability by publishing a survey (with the participation of more than 180 people).
- Designed student, instructor, and admin dashboards supporting user management, educational content tracking & etc.
- Full redesign of the academy's main website and landing pages for marketing campaigns and courses.

Product Designer   Aug 2020 – May 2021

Araz Cloud | Cloud Servers & Hosting | Tehran, Iran.

- Identified design problems and devised solutions by phone call interview.
- Cooperated with the DevOps team and finding optimal solutions by researching user behavior (Hotjar, Survey).

UX Designer   Mar 2019 – Aug 2020

Araz Cloud | Cloud Servers & Hosting | Tehran, Iran.

- User Experience Design, User Interface Design.

Graphic Designer & Printing Specialist   (Freelance & On-site) Jul 2017 – Jan 2019

Collaborated with many stake-holders

- Book design, Social media graphics, Basic user interface (UI) design, Catalog design, Newspaper, Layout.
- Brand design, Visual identity, Logo design, Environmental design, Exhibition graphics, Packaging,

Event Director & Presentation Manager   Sep 2011 – Apr 2016

Shaparak Art Group

- Managed the design and implementation of presentations and wrote presentation design scenarios.
- Coordinated between group members and outside the group for better design of presentation files.

Skills

Personal Skill

Effective communications, Adaptability with different range of people, Teamwork, Successful team leadership, Excellent verbal and written skills.

AI Assistant

Google NootbookLM, Claude, Leonardo, DaVinci, DALL.E, Adobe Firefly, Recraft, Rive, PromeAI, Sora, Builder.io, Lovable.

User Research

Observation, Task analysis, Stakeholder interviews, User interviews, Focus groups, Diary studies, Surveys, Persona profile, User story, User journey, User flows, Card sorting.

Interactive Design

Design System, Concept Sketch, Storyboard, Creative Design, Wireframing, Style guide, UX writing, Information architecture, Prototype.

UX Evaluation

User Testing (remote, moderate, unmoderated + think Aloud), Competitive Analysis, A/B Testing, Tree Testing, 5-Sec Testing, and Guerrilla Testing.

Tools

Figma, Webflow, Framer, Notion, Wordpress, Adobe XD, Balsamiq, Hotjar, Google Analytics, Microsoft Clarity, Microsoft Office, Photo editing (Photoshop, Lightroom, Illustrator basic), InDesign, Audio editing (Audition basic), Video editing (Premiere Pro, After Effects basic).

Projects

Senior Product Designer & UX Researcher   May 2023 - Aug 2023

Project | Zap Express Service

My responsibilities included:
* Data gathering based on quantitative and qualitative research.
* Synthesis of research data and their classification based on the level of impact.
* Made an instant system design of essential objects for rapid user interface design.
* Designed the responsive mobile pages (the Rider app & the Admin panel) after going through the process of designing the user experience and the user interface.

Senior Product Designer   Feb 2023 - May 2023

Project | MetaZi Group

NDA Protected.

Teaching Experience

The Figma Tutor   Mar 2022 – Present

Conducted by Amanj Academy | In collaboration with Ali Babaei in the "Discovery" product design course

* More than 20 episodes of Figma, and More than 350 students by far.
* Design Panel, Prototype Panel, Dev Mode, Local Variables 2023, Local Styles, FigJam, Figma Mirror, Tips and Cheats.
* Constraints, Auto Layout 2023, Components, Variants, Properties, Instance Swap, Boolean groups, and etc.

Design Mentoring   Oct 2022 – Present

Volunteer mentor | Mentoring over 11+ aspiring designers and holding over 450+ hours of online design sessions

Education

Bachelor's degree, Mechanical Engineering - Heat & Fluids   Jul 2015

Payame Noor university - Ilam, IL. | GPA 3.12 out of 4 (15.66 of 20)

Studying topics such as industrial design, programming, physics, advanced mathematics, and fluids that require data visualizations and deep imagination helped me to bring an engineering perspective and a creative problem-solving approach to my design process.
* Won 1st place in a robotics competition and top 3 place in a bridge-building competition.
* Experienced in industrial design and mechatronics (Robotic automation and programming).

Volunteering

Design Teacher   May 2023 – Oct 2024

Cheleh Khoone | Educational supporting unaccompanied children and adolescents

* Problem Solving methods, Double Diamond, Design Thinking.
* Typography, Colors, Grid systems, Visual weight, Styles.
* Figma, FigJam, Sketching, Ideation, Information architecture, and… .

Science & Art Teacher   Jul 2011 – Aug 2020

Child Foundation | An international non-profit organization for helping children stay in school

* Teach computer skills (ICDL 1, 2) and math.
* Training theater and singing skills to several children during the collaboration.