Mehrdad Rezaei

Product Designer, User Experience Designer

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

Summary

Design Lead & Senior Product Designer with 7+ years of experience across B2B, B2C, and enterprise products. Specialized in zero-to-one, scalable systems, and complex platforms (FinTech, ERP, Clouds). Strong in design leadership, design systems, and cross-functional collaboration. Focused on impactful, measurable UX for international and data-driven products.

Work History

Senior Product Designer

Aug 2025 – Present

Bime Bazar | Insurance | Tehran, Iran.

- Designed end-to-end the back-office ecosystem, supporting multiple internal roles across finance, support, logistics.
- Customized and extended the RTL localization and domain-specific evolution of the Polaris Design System, ensuring consistency, scalability, and developer alignment.
- Defined information architecture and workflows to reduce cognitive load, operational errors, and accelerate policy issuance, quality control, and internal decision-making.
- Improved UX writing and microcopy, aligning legacy content with Bime Bazar's new brand identity.
- Partnered closely with product and tech team to translate complex insurance logic into usable, reliable internal tools.

Design Lead

Mar 2024 – Jul 2025

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

- Led a cross-functional team of 5 across 2 products, ensuring delivery quality and design consistency.
- Improved team satisfaction and performance by 10% through process optimization and continuous feedback loops.
- Designed and scaled a modular enterprise ERP (HR, Finance, CRM, Procurement, Internal Comms, Scrum).
- Led the redesign of the Flosa ERP dashboard serving 5k+ daily active users.
- Owned end-to-end design of Experteam, increasing homepage CTR per service by 12%.

Lead Product Designer

Jan 2023 – Feb 2024

Helpsy | Mental health | Tehran, Iran.

- Led product design for a mental health platform within an international Agile team.
- Designed therapist, client, and admin dashboards supporting scheduling, sessions, and operations.
- Established scalable design workflows and regular review processes with stakeholders.
- Partnered with engineers to translate business needs into clear, usable UX.
- Increased feature adoption and engagement through data-informed design decisions.

Senior Product Designer

(Part-time) Sep 2022 – Jan 2023

Helpsy | Mental health | Tehran, Iran.

- Mentored junior and mid-level designers on UX best practices and product thinking.
- Contributed to core features including onboarding, scheduling, and testing flows.
- Supported early UX research and concept validation with product teams.

Product Designer May 2021 – Jan 2023

Amanj Academy | Education industry | Tehran, Iran.

- Validated product hypotheses through a survey with 180+ participants.
- Designed student, instructor, and admin dashboards for learning and content management.
- Led a full redesign of the website and marketing landing pages.

Product Designer Aug 2020 – May 2021

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

- Identified UX issues through user interviews and behavior analysis.
- Collaborated with DevOps teams to design technically feasible solutions.
- Used Hotjar and surveys to iterate and validate design improvements.

UX Designer Mar 2019 – Aug 2020

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

- Improved user flows through checking support team data and resigning information architecture.

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,

Skills

User Research and UX Evaluation

Observation, Task analysis, Stakeholder interviews, User interviews, Focus groups, Diary studies, Surveys, Persona profile, User story, User journey, User flows, Card sorting. User Feedback, Competitive Analysis, A/B Testing, Tree Testing, 5-Sec Testing, and Guerrilla Testing.

Interactive Design

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

Tools

Figma, Webflow, Framer, Notion, Wordpress, Adobe XD, Miro, Maze, Balsamiq, Hotjar, Google Analytics, Microsoft Clarity

AI Assistant

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

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