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Mohammadmehdi Falahati

PRODUCT DESIGNER

EDUCATION

Computer Engineering, BE

Babol Noshirvani University of Technology
2016 - 2020

SKILLS

Design

Color psychology • Namahn Service Design • Google Design Sprint • Journey Mapping • Usability Testing • Data Visualization • information architecture • Interactive animation • Prototyping • Visual Design • Design System • Competitive Analysis • Heuristic Evaluation • illustration •

Software

Figma • Sketch • Adobe After effects • Invision Studio • Protopie • Adobe XD • Adobe illustrator • Photoshop • Rive • Blender • Axure RP • Metabase • Hotjar • Google Analytics

CERTIFICATIONS

21st Century Design with Don Norman

THE INTERACTION DESIGN FOUNDATION (IXDF) | 2023

Google UX Design

GOOGLE | 2022

Visual Perception and Design

THE INTERACTION DESIGN FOUNDATION (IXDF) | 2021

Implementing Online Advertising Campaigns

SHARIF UNIVERSITY OF TECHNOLOGY | 2020

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ACHIEVEMENTS

Technological Elite Award

IRAN ELITE COUNCIL | JULY 2019

1st provincial rank in the graphic design section

THE INTERNATIONAL SKILLS OLYMPIAD | JUNE 2018

HealthCare Hackathon Silver Medal

IRAN UNIVERSITY OF MEDICAL SCIENCE | MARCH 2017

WORK EXPERIENCE

Product Designer | Digikala - Digipay

OCT 2021 - PRESENT

- Design human-centered solutions leveraging different Design approaches, such as Namahn service design, Google Design Sprint, Double Diamond etc.
- Help to increase MAC (monthly active customers) from 300k to 350k within 6 months by redesigning and improving the experience of main payment services and designing new features.
- Participating in defining and setting measurable OKRs both in the product line and in the design chapter. Through effective teamwork, achieved over 80% OKR completion rate by the end of the year.
- Define, design and improve over 50 design components(Digipay Design Language System) based on the requirements to achieve more coherent and integrated designs and speed up the UI design process.

Product Designer | Roomvu (Canda)

JUL 2022 - DEC 2022

- Spearheaded communication with the CEO, UX Lead, and PM for More alignment and raising design concerns, resulting in an increase in the UX maturity level of the company.
- Data-Driven product redesign of 5 main features using tools like Hotjar and Metabase, which led to an improvement in the flows and the experience of the product.
- Redesign the main landing page based on acquired data and business needs, which led to an 11% increase in conversion rate.
- Redesigning the email marketing service using agile methodology, which helped to increase the engagement of this service by 25% among new users.

Product Designer | Rako

APR 2020 - JUL 2021

- Design the entire end-to-end UX of Rako, a Sports startup specializing in booking tennis courts online, and establish the design system impacting thousands of tennis Athletes and coaches.
- Create storyboards and personas as per users, and incorporated them into design decisions, resulting in interactive and significant design creation.
- Collaborating with PM to define and implement innovative solutions for the product experience and executing the visual design from concept to final hand-off
- Evaluating Solutions by conducting usability testing and measuring behaviours with metrics which led to Improving the app experience and contributed to a 30% increase in daily tennis court bookings.

UI UX Designer | Farazpardazan

OCT 2020 - MAY 2021

- Design and improve the experience of +5 fintech apps and dashboards for banks, Credit institutions, and cryptocurrency exchanges.
- Translating concepts into wireframes based on client briefs, led to intuitive user experiences.

Junior UI UX Designer | Handmade Interactive LLC (United States)

JUN 2018 - JUN 2020

- Design game UI by translating concepts into wireframes and Reflecting the brand identity in the game, also creating landing pages based on game style, gameplay, and branding.
- Identifying design problems and devising solutions to make an enjoyable experience for users.