Farhad Jafari

Product Designer

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SUMMARY

Product Designer, Innovator, and Design Thinker. With a strong ability in UI/Visual design and a commitment to pixel perfection, I excel in enhancing usability and crafting user-centric designs. My expertise lies in boosting conversion rates, simplifying complexity, and implementing robust design systems.

ACHIEVEMENTS

User-Centric Design

Implemented a user feedback loop for a Health solution, resulting in iterative design improvements and a 15% increase in customer retention

Increased Conversion Rates

Successfully optimized the user experience and interface of an e-commerce platform, resulting in a 50% increase in conversion rates

Design System Implementation

Led the implementation of a Design System, resulting in a remarkable 70% increase in team efficiency.

Usability and Consistency Enhancement

Led a cross-functional team in redesigning a complex Procurement SaaS Product, leading to a 30% improvement in user satisfaction

Complex Problem Solving

Resolved usability issues in an e-commerce platform with over 40M users, resulting in a 20% increase in conversion rate on the iOS

Accessibility Improvement Initiative

Implemented WCAG standards, resulting in a 40% improvement in user accessibility across all devices and platforms.

EXPERIENCE

Senior Product Designer   01/2022 - 01/2024

Ignite

· Established a cohesive design system, resulting in a 70% increase in team speed and efficiency.
· Lead, mentor, inspires high-performing designers, nurturing growth through reviews & skill development.
· Collaborating seamlessly with cross-functional teams to integrate design into the product lifecycle.
· As SRM team's Product Designer: Boosted sales 6x, increased satisfaction 60%, and raised Time on Task by 30%

Product Designer, Lead   06/2019 - 01/2022

Axon Health

· Led a team in creating a groundbreaking product, resulting in a 10% market share increase and a 30% rise in provider and patient satisfaction
· Increase design efficiency by 4x
· Creating a unified Design System and Guidelines to Maintain a Cohesive, Recognizable Visual Language Across the Product
· Telemedicine & e-prescription solutions, achieving 40% telehealth adoption increase
· Achieved 30% user satisfaction boost with usability improvements from customer feedback

Product UX/UI Designer   04/2017 - 06/2019

Bamilo, Rocket Internet SE - Online e-commerc

· Enhancing the Conversion Rate (CR) by 30% through improvements in the main navigation's Information Architecture
· Cart abandonment witnessed a significant 30% reduction
· Decreasing Error Rate by 70% - Coordinates, conducts, and moderates usability tests and prepare written analysis
· Reducing Mobile Application (iOS and Android) Error Rate by 40%
· Create innovative and effective CX and BX across the product portfolio by combining data, research, user insights, and best practices
· Aiming for 25% higher user adoption and conversion rate (CR) on Android Tablets, highlighting our focus on optimizing their experience

EDUCATION

Bachelor of Software Engineering

Azad University

SKILLS

Design Skills:

User Experience Design, User Interface Design, Product Design, UX/UI, Usability, User Research, wireframes, Prototyping, Accessibility, UI/UX Design, UI/UX, Front-end, Graphic Design, Mobile Apps, Figma