

Farhad Jafari

Senior Product Designer

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SUMMARY

Product Designer, Thinker, and Leader with an impressive track record of driving design innovation and delivering measurable results. With extensive experience leading design teams, I excel in implementing Design Systems, optimizing user experiences, and enhancing product usability. Proven success in boosting conversion rates, increasing user satisfaction, and driving market share growth.

ACHIEVEMENTS

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 | 1 m Daily Visit

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

EXPERIENCE

Senior Product Designer, Lead

01/2022 - 01/2024

Ignite - Procurement and SRM - SaaS (B2B)

- 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%

Senior Product Designer, Lead

06/2019 - 01/2022

Axon Health - Telemedicine and e-Prescription (B2B and B2C)

- 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 Design Lead

04/2017 - 06/2019

Bamilo, Rocket Internet SE - Online e-Commerce (B2C)

- Increasing Conversion Rate by 50% (CRO)
- Cart abandonment witnessed a significant 30% reduction
- 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

Senior Product Designer

05/2015 - 04/2017

Behpardakht Mellat - Fintech and Payment Solutions (B2C)

- Revamped Fintech app (Sekeh), Big wins, 60% user activation surge & 15% market share gain
- Increasing CR by 30% on POS Devices
- User feedback loop for POS devices, 15% customer retention boost among 25M+ users!

UX/UI Designer

09/2013 - 05/2015

Myket

- Decreasing error rates and enhancing usability by 35%
- User Interface Design & User Experience Design. (UX and UI Design)
- Voluntary responsibilities include: Digital Marketing, Content Strategy, Front-End Development, Social Media Specialization, SEO Strategy

EDUCATION

Bachelor of Software Engineering

Azad University

SKILLS

Design Skills:

User Experience Design, User Interface Design, Product Design, UX/UI, Product Management, Usability, Interaction Design, user research, Design Thinking, JIRA, wireframes, Visual Design, Information Architecture, Product Roadmap, Prototyping, Usability Testing, Accessibility, A/B Testing, Web Design, Design System, Customer Journey, User flow, Slack, Product Strategy, Sketching, Competitor Analysis, Typography, Design Patterns, user interviews, Figma, Sketch, UI/UX, Team Leadership, Mobile Apps, Mockups, Adobe Suite, UI/UX Design, Animation, Digital Design, user journeys, Wireframing, User Testing, user scenarios, Team Building, microsoft teams, heuristic analysis