

Ehsan Taghaddosi

Senior Product Designer (UX / Product)

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Senior Product Designer with 10+ years of experience designing and scaling complex digital products, including e-commerce platforms and large-scale transactional systems. Strong background in UX strategy, interaction design, and design systems, with hands-on delivery across discovery, prototyping, testing, and implementation. Experienced working closely with product, engineering, and marketing teams to deliver measurable business and customer outcomes. Background includes leading design for high-traffic consumer products and platform ecosystems used by millions of end users.

Core Skills & Design Proficiencies

Product & UX: UX strategy, discovery & research, journey mapping, information architecture, usability testing, service blueprints

UI & Interaction: Interaction design, responsive UI, design systems, accessibility, prototyping (Figma)

Delivery: End-to-end product design, experimentation, metrics-driven optimisation, design-engineering collaboration

Technical Literacy: HTML, CSS, JavaScript, React (working knowledge)

Collaboration: Stakeholder alignment, cross-functional workshops, mentoring designers

Work Experience

Head of Design & Digital Experience

Linco Care – Manchester / UK | 2022 – Present

- Senior IC role leading UX and UI across a multi-brand sun-care e-commerce portfolio.
- Led end-to-end redesign of 5 Shopify-based e-commerce websites, covering discovery, UX architecture, UI, and handover to development.
- Improved conversion and AOV through PDP and PLP optimisation, bundle-first purchase flows, and clearer product comparison logic.
- Designed and iterated educational UX tools (SPF finder, skin-type guidance, UV index content), increasing content-to-commerce engagement.
- Built and maintained a cross-brand design system, improving consistency and reducing design and build time across releases.
- Partnered daily with marketing, engineering, and leadership to balance commercial goals, regulatory constraints, and user needs.
- Introduced structured design workflows, usability testing, and iteration cycles in a previously marketing-led organisation.

Design Lead

Niku – International (incl. UK subsidiary Moonshire) | 2013 – 2022

Senior IC and design lead role spanning core platform scale and UK market expansion.

Core Platform & Scale (2013–2020)

- Led UX and UI design for a hardware–software self-service platform deployed across 10,000+ kiosks in 35+ cities.
- Designed high-volume transactional user flows across healthcare, hospitality, and retail, optimised for speed, accessibility, and error reduction.
- Defined and evolved touch-first interface standards and design systems for public, high-frequency usage.
- Worked closely with engineering and operations to ship reliable products under real-world constraints (hardware limits, connectivity issues, regulatory rules).
- Mentored designers, reviewed work quality, and contributed to hiring and design standards.

UK Market Expansion (2020–2022)

- Led UK market localisation of the existing platform, adapting journeys, flows, and content to local user expectations and compliance requirements.
- Conducted opportunity mapping, competitor analysis, and experience audits to reposition the product for a new market.
- Defined experience principles and value propositions used across sales, partnerships, and client delivery.
- Collaborated with commercial and technical stakeholders to align product capabilities with go-to-market strategy.
- Translated complex platform capabilities into clear narratives and demos for UK clients and partners.

Senior Designer (Product & Industrial Design)

Ekas Design Studio – International | 2008 – 2019

- Delivered end-to-end product design for medical devices, consumer electronics, and digital-physical products.
- Led research, concept development, prototyping, and usability testing in collaboration with engineering teams.
- Supported clients in reducing manufacturing complexity and accelerating time-to-market.

Education

Tehran Polytechnic University
MSc Industrial Design

Art University of Tehran
BA Industrial Design

Tools

Figma, Adobe CC
HTML, CSS, JavaScript, React, Vibe coding
SolidWorks, Blender

Selected Awards (abridged)

- A' Design Award – Bronze (2018)
- LICC Design Award – Finalist (2022)
- Iran Design Center Award – Finalist (2022)