




# Mehrdad Ekhtiari (he/him)


## Product designer

I'm a multi-disciplinary UX designer with over 3 years of experience designing in agile environments. I've owned design projects from concept to completion for SaaS, B2B, and B2C web applications and native mobile apps in the customer experience industries. My expertise lies in design thinking, design, user research, and simplifying complex processes into user-centered interfaces and experiences that deliver impactful results.

 [LinkedIn Profile](#)

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 [My Portfolio](#)

 Ottawa, ON

### EXPERIENCE

**Product Designer**  
Upwork | Freelancer

March 2022 – at present

- Translating client requirements into meticulously crafted designs, resulting in a 20% increase in user engagement and a 10% improvement in user task completion rates.
- Utilizing Figma for crafting interactive prototypes, enabling rapid testing and validation of design concepts with stakeholders and end-users.
- Conducting comprehensive user research and usability testing, resulting in a 25% increase in user engagement and a 15% decrease in user error rates.
- Leading the development of web and mobile interfaces, incorporating variations of branding for digital use.
- Managing projects from conception to wire-framing, integrating information architecture, resulting in a 25% reduction in project timeline and a 30% increase in successful project delivery rates.
- Implementing design enhancements based on feedback, optimizing user interfaces, and refining data visualization techniques.
- Collaborating closely with clients and developers, aligning designs with business goals and project objectives.
- Staying updated on industry trends and emerging technologies, integrating creative design concepts into client projects.
- Leading customer rewards program website design, creating 20+ high-fidelity wireframes and an interactive prototype, resulting in a 15% increase in participant engagement.
- Collaborating with the research team to create a usability testing questionnaire and utilized user research findings to provide 5 design recommendations to enhance the client's website.

### EDUCATION

**UX land**  
Certification  
Advanced UI Design  
Completed: 2024

Fundamentals of UX Design  
Completed: 2023

**Islamic Azad University**  
Bachelor in Arts  
Management  
Graduated: 2008

**SKILLS**

**Experience Design**

- Prototyping
- Wireframes
- Interaction Design
- Information Architecture
- UI Design
- Mobile UI Design (IOS + Android)
- Design systems
- Heuristic Evaluation
- Information Architecture
- Design Storytelling & Presentation

## User Experience Designer

Jul 2020 - Mar 2022

Arma Dade Pardaz Kische | Tehran, Iran

- Collaborated within a cross-functional design team to conceptualize and design a user-centric online learning platform, optimizing functionality across web and Android applications.
- Led design of iLingo e-learning modules by utilizing user data to fix 35 usability issues on the existing platform, boosting user engagement by 60%.
- Analyzed user behaviors and data to inform interface prototyping, wireframing, and design decisions, resulting in a 20% increase in user task completion rates and a 10% reduction in abandonment rates.
- Contributed to multiple interface iterations by creatively exploring color palettes, typography, and layouts, delivering visually engaging and user-friendly designs.
- Developed intricate user flows, and mapped out user journeys and interactions to guarantee a seamless and intuitive platform experience, utilizing information architecture, usability testing, and user research skills, resulting in increased platform usability.
- Conducted a comprehensive competitive analysis, identified industry trends, and user expectations, and informed design decisions to create a contemporary and current user experience.
- Prepared detailed deliverables for developer handoff, including design specifications, documentation, and assets, resulting in a 30% reduction in development time and a 25% decrease in post-implementation design issues.
- Enhanced website navigation and structure by creating high-fidelity mockups and prototypes, leading to a 60% increase in free event visibility.
- Improved usability and brand alignment by addressing 5 inconsistencies and adhering to the client's brand guidelines, resulting in a 33% improvement in user experience.
- Designed interactive learning activities, increasing learner motivation and improving knowledge retention by 35%.
- Collaborated with a UX researcher to conduct usability testing with 11 users to identify and address issues, contributing to a 15% increase in overall user satisfaction.

## Junior UX Designer

Feb 2019 - Jun 2020

Saya System Bakhtar | Remote

- Provided design feedback by leading and participating in weekly sessions to iterate and strengthen the product's usability and Visual design.
- Established a design brief document by defining project goals, design constraints, design opportunities, user needs, and ten user stories to solidify the product's vision.

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- Design strategy
  - User-Centered Design
  - Design Thinking
  - Visual Design
  - User journey mapping
  - Design thinking

## User Research

- Usability Testing
- User Interviews
- Competitive analysis
- User surveys
- User questionnaires
- Affinity Mapping
- A/B Testing

## Software

- Figma
- Unity
- Blender
- Adobe XD
- Sketch
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Jira
- Webflow
- Zeplin
- Google Analytics

## Web Design

- HTML
- CSS
- Java Script
- Responsive Design
- WCAG 2 accessibility

- Conducted 5 virtual stakeholder interviews with team leaders, inquiring about employee challenges and product goals, which provided insight that influenced content requirements and features on a new web platform.
- Produced 100% of all high-fidelity wireframes and developed interactive prototypes for system interactions, such as report and dashboard management, by creating reusable UI components.
- Created user journey maps and user personas of administrative user groups to troubleshoot issues within the current process of submitting and processing reports, leading to improved processes and increased employee transparency and trust.
- Implemented progress tracking feature, leading to an 18% increase in module completion.
- Optimized module navigation for a more intuitive user experience, achieving a 30% increase in user satisfaction.

## DESIGN LIVE PROJECTS

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### Dana Dano - Online jewelry store [Dana Dano](#)

*Dana Dano is an e-commerce platform specializing in handcrafted, solid gold jewelry. I contributed as a UX Designer, focusing on crafting an elegant and user-friendly interface that aligns with the brand's luxurious yet approachable identity. The design emphasizes clear navigation, high-quality imagery, and a seamless purchasing journey. Key features include an educational hub offering guidance on gold purity and jewelry care, alongside transparent pricing and detailed product descriptions to enhance trust and usability.*

### iLingo - Online learning platform [iLingo](#)

*iLingo, a language learning application, I focused on creating an engaging and intuitive user experience that seamlessly integrates gamification techniques to enhance language acquisition. The app combines educational content with interactive gameplay, encouraging users to learn through play and competition. The design emphasizes user-friendly navigation, clear visual cues, and responsive interactions to facilitate an enjoyable learning journey. By incorporating elements such as leaderboards and personalized progress tracking, the platform motivates users to consistently engage with the material, thereby improving retention and fluency. This approach ensures that language learning is effective and enjoyable, catering to a diverse user base seeking education and entertainment.*