Rasoul Mirzaei Zadeh

UX Design | Product Design

About Me

Product manager, designer and software engineer with a focus on teamwork and leadership attitude with eight years of experience in the software management industry. I have experience working with startups and enterprises from a broad range of industries in different fields such as software development, machine learning, entrepreneurship, product design and product management.

My favorite work and most enjoyable moment is when I help people to have a better life and experience. I am passionate about human-centered design and problem-solving approaches to better understand the problems, determine the cause of the problems, research the available options, decide on a solution, and finally develop a better product for people.

Before I started product management, I was a computer engineer with more than five years of experience in software development, artificial intelligence, and user experience design. In these years, I worked in different fields of software engineering, such as developing mobile applications, developing web applications on both the backend and frontend, prototyping, and designing websites and mobile applications.

I also worked as a teaching assistant in a software engineering course and as a research assistant in the machine learning area, in particular, POI Recommendation Systems, as a master's degree student. My next valuable experience is working as a co-founder and product manager in a startup with a good team in a new way and dealing with different challenges that I learned from.

After working in various positions, I found my passion in product management. This job is my favorite that I have been looking for all these years. It also inspires me with challenges and different types of skills that are needed and considers all of my experiences that I have had before that. It's so exciting for me to try it and learn more about it.

Experience

Product Manager
2021 - 2022

Alibaba (Jabama Team)

- Help the VP of Product to define OKRs, roadmaps, initiatives for objectives, users' requirements, metrics, and features.
- Own operation vertical team, set metrics, clarify the goals, improve operational processes, and focus on outcomes rather than outputs to increase performance and efficiency and decrease operation costs.
- Work with the marketing team and help to execute digital marketing activities, including SEO, merchandising, marketing automation, and campaign management.
- Analyze and redesign the product pricing process and develop tools to improve the quality of this process and accurate monitoring of profit and loss reports.
- Start working as an intern and becoming a product manager after 15 months with a 2,000 percent growth in finalized orders.

Contact

🏠 Tehran, Iran

📱 0918 698 1277

✉ mirzaei.rasoul172@gmail.com

in https://www.linkedin.com/in/mirzaeirasoul/

🏀 https://dribbble.com/mirzaeirasoul

🌐 https://mirzaeirasoul.ir/

Educations

Master of Computer Engineering
University of Zanjan
2016 - 2019

Bachelor of Computer Engineering
Arak University
2012 - 2016

Skills

Human-Centered Design

User Research

Market Research

Business Analysis

Competitor Analysis

Personas

Site Map

Visual Design

Interaction Design

Associate Product Manager
2020 - 2021

Alibaba (Jabama Team)

- Help to implement Agile project management methodology in the team and make sure Scrum ceremonies are being run smoothly, including holding daily meetings, sprint planning, and backlog refinements to improve the work process.
- Working with a broad range of stakeholders across marketing, finance, fulfillment, host engagement, call center supervisors, commercial, sales, and product teams to gather the business requirements and priorities, and help provide solutions to business owners.
- Experience working with all the technical teams in all different product groups, including guests, hosts, and operations.
- Maintaining and prioritizing product backlog, creating clear PRDs, and defining features clearly to be delivered to the development team.
- Investigate and fix problems related to core web vitals performance metrics in the SEO process and increase the number of good URLs from zero to almost 90% with the support of the technical team, just in one quarter.

Product Manager Intern
2020 - 2020

Alibaba (Jabama Team)

- Join the product team at the middle stage of development and help plan for production release.
- Set up a Jira software development tool and define a structured development process to help engineering, QA, product, and design teams work more efficiently.
- Break down the product roadmap and business requirements to define epics, tasks, bugs, and issues.
- Work with the new QA team, help to start the QA process, and ensure product quality is ready for release.
- Management of the Jabama Help Center project at the final stage of development, ready for product release.
- Successfully released the product on a predefined deadline with a team of 15 people.
- Product support and maintenance to improve quality and resolve existing bugs.

UX Designer | Product Designer
2020 - 2020

Self Employed

At this time I am a user experience designer that works as a freelancer on some projects. I study and follow principles of user experience design, user-centered design, interaction design and design thinking. In particular, my user experience design is considered: problem definition, user research, information architecture, wireframing, prototyping and test. I start this process with asking why and define goals and purposes of the project. Then I follow the next steps to reach project goals and needs.

Co-Founder | Product Manager
2019 - 2020

DigikalaNext (ZerePush Startup)

I start my first experiences in machine learning as a co-founder and product manager at ZerePush startup in DigikalaNext company. ZerePush is a next-generation website security provider that uses Machine Learning approaches. People use ZerePush services for the purposes of increasing the security of their websites. ZerePush is designed for easy setup and allows website owners to easily insert security into their websites without needing to have a security team.

Wireframing

Prototyping

Front-End Development

Tools

Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

Zeplin

Gravit Designer

Jira, Freedcamp, Slack

SVN and Git

Languages

Persian

English

Interests

Learning New Things

Reading Books

Problem Solving Challenges

Biology and Psychology

Cognetive Science

Human Science

Playing Futsal

Listening to Music

Violin Instrument

Machine Learning Researcher   2018 - 2019

University of Zanjan

I worked at the multi-agent systems laboratory in the University of Zanjan as a research assistant in the artificial intelligence area. I started my work to develop a multi-agent UAV simulator that can work with many different algorithms, especially reinforcement learning algorithms. The main topic of my thesis was to develop a new point-of-interest recommendation model for location-based aocial networks that consider point-of-interest category information.

My thesis results published at this paper : "Category-aware location embedding for point-of-interest recommendation." Proceedings of the 2019 ACM SIGIR. 2019.

Software Engineering | Teaching Assistant   2018 - 2019

University of Zanjan

Teaching assistant in a software engineering course, advised by the Associate Professor, Dr. Mohsen Afsharchi.

Website: http://cv.znu.ac.ir/afsharchim/Software Engineering.htm

UI Desiger | Front-End Web Developer   2017 - 2018

SANAY System Development (Sanay Co)

I worked on the front-end development of Tadbirgaran Farda Brokerage OMS (PranaTrader) web application. Stack of technologies that we used in our projects and products for front-end development was HTML, CSS, JavaScript, jQuery, Bootstrap, and some other JavaScript libraries. In this position, I also worked in this activities:

Work with usability of the system and evaluate user interface. Test, check and resolve UI bugs. Improve responsive design of systems in different devices. Develop a custom help library for making a system movie help center. Implement shortcut keys functionality to make it easy for the user to act with the system. Improve the user experience to help better customer satisfaction.

Full-Stack Web Developer   2016 - 2017

SANAY System Development (Sanay Co)

Work on Tadbirgaran Farda Brokerage OMS (PranaTrader) web application as a full-stack developer. Some of technologies that I work them in project are: Java Struts2 framework, SQLServer, MongoDB, HTML, CSS, JavaScript, jQuery and Bootstrap.

UI Designer | React-Native Developer   2016 - 2016

SANAY System Development (Sanay Co)

My first experience in the Sanay company was working on Tadbirgaran Farda Brokerage OMS (PranaTrader) mobile application. In this position, I work with React-Native framework and design the user interface of this project. I also worked to create a responsive application, redesign user interface structure, develop custom components that we needed, remove unnecessary external components and as a result improve performance and user experiences.

Android Developer

Self Employed

I started the Android programming language by participating in a university classroom. My first experience was developing android applications with Eclipse and traditional principles. After introducing Material Design by Google, I used Android Studio and followed Material Design principles. I also develop many android games by using the Processing graphical library. Some of my applications and games that developed in this time are listed below:

Apps: Medication Guide, Baby Time, Offline Traffic Control, Dream Interpretation, Book Summary App.

Games: Color Vision Test, Bird Fly, Classic Airplane War, Honey Collector.