

Experience

- Jun 2022 **Product Manager**, SYBO, Copenhagen, Denmark.
present As the product owner within the publishing unit, coordinated internal and external teams from pre-production to soft and global launch of a F2P game belonging to the IP of the most downloaded mobile game in history. Responsible for maintaining the feature and technical backlog, developing the strategic roadmap, and overseeing the execution.
Re-structured the production processes.
Managed a task force to re-think the design principles and push the player experience to the next level.
- Oct 2019 **Product Manager**, WOOGA, Berlin, Germany.
Worked closely with the Product Director to develop an innovative F2P puzzle mobile game, from production phase to global launch.
Managed the ideation and development of key features, in collaboration with engineering, design and art teams. Regularly presented the impact of new and existing features, and ran ad-hoc live-data investigations.
Conducted qualitative user research which led to identifying and eliminating pain points in the user experience. Designed, implemented and monitored A/B tests, one of which helped decreasing the churn rate significantly. Improved existing testing processes by incorporating technical knowledge into content QA.
Supported design iterations by creating prototypes and conducting usability interviews.
Monitored the market to identify trends and opportunities amongst direct competitors.
- Jan 2019 **Android Developer**, ITONICS, Berlin, Germany.
Supported the development of a B2C mobile application.
- Jun 2018 **User Experience Researcher**, CAFEBAZAAR CO, Tehran, Iran.
Designed an extensive research participant recruitment flow for a C2C/B2C sales platform.
- Jul 2016 **Research Assistant**, AMBIENT INTELLIGENCE LABORATORY, Tehran, Iran.
Supported the design and development of a pervasive game by implementing user activity tracking methods and user interactions with smart objects.
- Jun 2014 **Java/Android Developer**, RAHNEMA CO., Tehran, Iran.
Contributed to the development of several mobile applications in various domains such as education, social media, and entertainment.

Education

- 2018–2020 **M.Sc. in Multimodal Interaction**, TECHNICAL UNIVERSITY OF BERLIN, Berlin, Germany.
- 2017–2018 **M.Sc. in Human-Computer Interaction and Design**, PARIS SUD UNIVERSITY, Paris, France.
- 2017–2019 **Innovation & Entrepreneurship Minor**, EIT DIGITAL MASTER SCHOOL.
- 2012–2017 **B.Sc. in Computer Engineering, Software Major**, SHARIF UNIVERSITY OF TECHNOLOGY, Tehran, Iran.

Skills

Design Techniques: User Study, Design Walkthrough, Experiment Design

Programming: Java, Android/AndroidWear, JavaScript, SQL, Unity, Git

Web Tools: Angular, React, HTML, CSS

Design Tools: Adobe Photoshop, Adobe XD, Blender, ProtoPie

Languages

Persian: Native. **English:** Fluent. **French:** Basic