

Zahra Razavi

Product Designer | UI/UX Designer | UX Researcher

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Professional Summary

Product Designer & UX Researcher with **6+ years** owning end-to-end design of SaaS products, mobile/web apps, and agentic-AI experiences, from discovery through production release, for high-growth startups across North America and MENA. Proven ability to scale platforms, reduce churn, and accelerate delivery through lean, AI-augmented workflows. Skilled in full-cycle product design, from discovery, **cognitive research**, and journey mapping to accessible, **WCAG-compliant** interfaces and iterative UX optimization in Agile/Scrum environments. Known for strong collaboration with cross-functional teams, backed by deep expertise in UX research, behavioral analytics, and product strategy.

Skills

- **Research & Data:** Mixed-methods UX research, user/stakeholder interviews, moderated/unmoderated usability testing, surveys, field/diary studies, heuristic evaluation, card sorting/tree testing, competitive benchmarking, analytics review, funnel/path analysis, synthesis into personas, journey maps, mental models, JTBD, A/B testing & experiment design. **Tools:** Dovetail, UserTesting, SurveyMonkey, Optimal Workshop, GA4, PostHog, Hotjar, Lucky Orange, Looker, SQL (basic).
- **Design:** Interaction design, information architecture, visual/UI design, responsive web/mobile UI, design systems (components, tokens, variants), contribution & governance, coded-system parity with engineering, microcopy, error/edge/empty states, accessibility (WCAG 2.1 AA, AODA/ADA), semantic structure/ARIA, i18n considerations. **Tools:** Figma & FigJam, Sketch.
- **Strategy & Collaboration:** Problem framing, market & competitive analysis, requirements gathering, user stories, MVP definition, outcome/metric definition (engagement, retention, task success), Cross-functional partnership with PM/Eng, stakeholder communication, Agile/Scrum, roadmap alignment, feature prioritization, OKRs, workshop facilitation. **Tools:** Jira, Confluence, Notion, Trello, Miro, Slack, Google Workspace.
- **Prototyping & Handoff:** Lo-fi/hi-fi rapid prototyping (incl. AI-assisted), specs & redlines, states & data-variation handling, acceptance criteria, QA collaboration. **Tools:** Storybook (consumer), Zeplin, Postman, GA4, PostHog.
- **Technical:** Feasibility reviews with engineers, API fundamentals (REST/JSON), data schemas, basic scripting, Agentic workflow design with n8n. **Tools:** GitHub, VS Code, basic HTML/CSS/JS & Python, Postman, Lovable, v0.
- **Domain Expertise:** FinTech, SaaS, logistics, IoT-enabled services, digital health, e-commerce, Shopify, CMS, ERP.

Professional Experience

Co-founder

Sep 2024 – Jun 2025

Visa Assistant (AI Startup) - Vancouver, BC

- Led end-to-end discovery on four agentic-AI concepts; 40+ stakeholder/user interviews and three prototype rounds, validated one problem–solution fit and defined a 12-month roadmap.
- Built no-code MVPs (WordPress, n8n, Lovable) and ran user tests, 100 early-access signups in under three weeks; attracted angel pre-seed interest.

Senior Product Designer

Apr 2024 – Aug 2024

Lendeck (FinTech; 3-sided SME lending platform) - Los Angeles, CA (Remote)

- managed UX and UI design for a 3-sided SME loan platform (lender, broker, borrower), **accelerating delivery 50%** using AI-powered workflows.
- Conducted interviews with brokers and lenders; translated findings into user journey maps and Produced PRDs, IA, and user flows; aligned regulatory, business, and technical constraints into a coherent release plan.

Founding Product Manager

Feb 2023 – Mar 2024

Mediana (VoIP SaaS) - Tehran

- Orchestrated a six-member cross-functional team composed of engineers, designers and marketers; delivered two MVPs in five months and launched an SMB VoIP service and user dashboard.
- **performed** market research, authored PRDs and GTM plan; achieved **80% of lead-gen and 70% of acquisition targets; 70% trial-to-paid conversion.**
- conducted lean discovery through several interviews and surveys and google analytics data analysis, Defined core product metrics and ran iterative usability sessions with SMEs, insights directly informed roadmap and release priorities.; achieved a **70% trial-to-paid conversion rate.**

Senior Product Designer

Feb 2022 – Jun 2022

Hengam(Shopify Apps; "Notify Me!") - Vancouver, BC

- Extracted **UX friction** by Analyzing 30+ Hotjar session recordings and collaborating with customer support team in a ~5,000-MAU app; reduced **churn 20–30% QoQ.**
- Designed responsive flows with Shopify's Polaris design system; **Collaborated with engineers on coded-system parity (naming tokens, states, and data-variation specs) and dev handoff (a11y, error handling, empty/edge states, i18n considerations).**
- introduced CRM feedback loops and journey mapping: resulted in 2x faster UX issue capture and resolution; decreased user onboarding time.

Founding Product Designer

Nov 2019 – Oct 2021

Ganje (B2B Logistics Platform; IoT smart lockers) - Tehran (Hybrid)

- Joined as part of the founding team post-validation; built and mentored a 5-person product team; contributed to pre-seed and \$2M+ seed fundraising via research-backed product strategy.

- Directed product design for web app, dashboard, and machine UI; designed an IoT-enabled smart locker system used by +50,000 users and major e-commerce clients.
- Built high-fidelity Figma prototypes, Conducted 100+ interviews and 100+ usability tests; produced roadmaps, KPIs, PRDs, wireframes, and UX flows.
- Scaled platform from ~1K to 2.5M+ user interactions without fundamental infra changes, reducing scaling costs by ~70%.

Product Designer

Mar 2020 - Feb 2021

Kidora (Early Childhood Development App) - Tehran

- Redesigned **70% of the mobile app** based on moderated usability sessions and friction point analysis, optimized user flows, UX writing, navigation, and UI components; increased **comprehension, time-on-app, and interaction volume by 120%**.
- Ran a **cognitive science study (30 eye-tracking tests/heatmaps)** to uncover user attention patterns; boosted click-through, task completion, and pages-per-flow by **~30%**.

Project Manager & Brand Design Lead

Apr 2019 – Mar 2020

NBIC (Convergent Technologies Research Institute), University of Tehran – Tehran (Contract)

- Built and Supervised a team of 3 designers and directed the creation of the institute's **brand identity**, brand visual identity and interior design, applying **UX research** and **service design methods** to align physical and brand experiences: improved wayfinding and visitor experience. interior implementation;
- coordinated contractors/vendors and procurement; delivered outcomes at ~60% lower cost than competing agency proposals through agile project management and **rigorous budget management**.

Junior Business & Service designer

Mar 2019 - Feb 2020

Lean Design Agency - Tehran

- Optimized services to improve scalability and client alignment, **increasing revenue**.
- Conducted market research and developed a new service line for a WordPress plugin marketplace, enhancing market reach.
- Improved onboarding flow for a coworking space through journey mapping and UX optimization, **increasing user sign-up completion rates**.

Education

- M.A. **Product Design**, University of Tehran, 2022
- B.A. **Product Design**, University of Tehran, 2019

Certifications

- **Computer Science** courses (CS50), Harvard University, 2024
- **Digital Product Management**, Darden School of Business, 2022
- The **Interaction Design Foundation (IxDF)**, Sep 2021 - Sep 2022

- Designing for Culture, TU Delft
- Design Semiotics course, Politecnico di Milano
- Microelectronics Workshop, University of Tehran

Volunteering

- **Service Designer**, Society of Students Against Poverty, 2017 - 2019
- Serious Educational **Game Designer** for Children, Tehran Municipality, 2017 - 2018

Languages & Work Eligibility

English (Fluent), Persian/Farsi (Native), Authorized to work in **Canada**