

# Aref Ahmadi Araghi

Product Designer

Phone Number

+98 912 091 8158

Email

aref.araghi@gmail.com

[LinkedIn](#) | [Medium](#) | [Dribbble](#) | [Behance](#) | [Artworks](#)

---

## WORK EXPERIENCES

### **Mofid Securities** | Product Designer

Aug 2020 - Present, Tehran, Iran

- Designing **Mofid super app**
- Guiding the design team to craft a design system in Figma

### **Namava** | Product Designer

2019 - Aug 2020, Tehran, Iran

- Re-designed the **Namava app** and delivered an end to end experience using user interview, focus group, user test and usability test data
- Established a design system language and created UI kit in Sketch, plus defining the design tokens
- Re-designed the search experience on the web using user test (after the successful result that the brand reached on app platform )
- Trained and led a mid-level and a junior designer
- Contributed to launch the new brand identity and designed marketing campaigns assets

### **Shatel** | Product Designer

2018 - Jul 2020 , Tehran, Iran

- Led the re-design of **Shatel app** and increased the user engagement and satisfaction
- Used customer club features to increase the user engagement by gamification techniques
- Defined and applied a general DSL to all five products and made them more consistence and aligned
- Organized sessions for developers and convenience them to use DS, including design tokens
- Managed and held design guild sessions for designers
- Design of first design system in Shatel, including Sketch library, Design Token and Visual Guidelines.

### **Telefoxio** | Freelance UI/UX Designer

Jan 2018 - May 2018, Los Angeles, California

- Designed Aloware landing page, admin panel and on-boarding experience
- Developed visual guidelines and templates for the content team

### **Samsson Apps** | UI/UX Designer

2016 - 2018, Tehran, Iran

- Designed of Top app (a financial app with more than 1M users)
- Design of Cinemalog app for iOS and Android platforms (using Sketch and Principle)
- Design of Quizell app (a trivia game application) including illustrations, sound effects, and micro-interactions

## Education

### **Bachelor of Industrial Engineering; Planning and System Analysis**

Azad University of Arak

2011 - 2015

## Skills

### **Design**

User interface design, design system, user journey, user flow, information architecture, visual design, micro-interaction design, illustration

### **Research**

User interview, thematic analysis, focus group, A/B test, card sorting, usability test, contextual inquiry, diary study, persona

## Tools

Sketch, Figma, Photoshop, Illustrator, Firebase, Optimizely, Yandex Metrica, Hotjar, Invision, Zeplin, After Effects, Principle, Jira, Slack, Teams, Trello