

# Aref Ahmadi Araghi

## Product Designer

### 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

2018 - Jul 2020 , Tehran, Iran

- 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

### Portfolio

arefaraghi.github.io

### Contact

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### Education

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

Azad University of Arak

2011 - 2015

### Skills

#### Design

User Interface, Design System, User Research, Motion Design, Information Architecture, Visual Design, Illustration

#### Research

User Interview, Usability testing, Focus Group, Card Sorting, Persona, Field studies, A/B testing

#### Tools

Figma, Sketch, Photoshop, Illustrator, Principle, After Effects, Zeplin, Invision, Hotjar, Firebase, Jira