

Aref Ahmadi Araghi

Product Designer

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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 by %58
- 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

Research	Visual design	Illustration
Wireframing	Interaction design	Familiar with HTML & CSS capabilities
Prototyping	A/B test	Strong digital painting background
Usability test	Design system	

Tools

Sketch	Firebase	Invision	After Effects	Jira
Photoshop	Optimizely	Zeplin	Principle	Slack
Illustrator	Yandex Metrica	Gallery		Trello
Figma	Hotjar			
Adobe XD				