
Aref Ahmadi Araghi

Product Designer

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Language Fluent English, Native Farsi
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EXPERIENCES

Product Designer, Mofid Securities 2020 - Present

- I designed a financial mobile app called My Mofid. I increased success rate and user engagement by my designs.
- I organized the design team to craft a design system in Figma (and its structure) to achieve a cohesive visual and functional consistency across the various UI

UI/UX Designer, Namava 2019 - Aug 2020

- I led redesign process of a VOD live service called Namava, and I delivered a mobile end to end experience using user interview, focus group and usability test data.
- I established a design system and created a UI kit in Sketch, also I defined the design tokens structure.
- I re-designed the search experience on the web using user test (after the successful result that the brand reached on app platform).
- I contributed to launch the new brand identity and designed marketing campaigns assets. I trained and led a mid-level and a junior designer.

Product Designer, Shatel 2018 - Jul 2020

- I led the re-design of Shatel app and increased the user engagement and satisfaction. I designed first design system in Shatel, including Sketch library, design token and visual guidelines. Plus, I planned and applied a the design system to all five products and made them more consistence.
- I organized sessions for developers and convenience them to use our design system, including design library and design tokens. Also,I managed and held design guild sessions for designers.

UI/UX Designer, SamssonApps 2014 - 2016

- I improved user interface of an financial app called TOP (with more than 1M user)
- I designed a trivia game called Quizell. I conducted user interview sessions to achieve a user centric approach. I crafted illustration, sound effects and micro-interactions for the game and I tried to use storytelling technique in the game

SKILLS

Design

User Interface Design, Interaction Design, Design System, Wireframe, Storyboard, User Flows, Micro-interaction, Information Architecture, Illustration, Data Visualization, Icon Design, Typography, Motion, Gamification

User Research

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

Prototyping

Low-fidelity and high-fidelity testable mockups

TOOLS

Figma, Sketch, Photoshop, Illustrator, Principle, After Effects, Lottie, Full story, Zeplin, InVision, Hotjar, Firebase, Miro, Jira, Slack

EDUCATION

Azad University of Arak

Bachelor's degree of Industrial Engineering; Planning and System Analysis