

# FARNOOD FOROUDI

## PRODUCT DESIGNER

farnood.me  
foroudi@gmail.com  
+98 936 476 5685

### Work Experience

#### Kian Capital Management / Product Design Lead

FEB 2018 - PRESENT, TEHRAN

As a Lead Product Designer I'm in charge of a team of 4 designers to create the newest generation of financial, mobile-banking and payment platform for Iranian end-users. I successfully created the first version of the product's Design Language System which is being used by my team in 3 separate applications. I also have designed the mobile banking application which is planned to get released soon.

#### Dunro / Product Design Lead

SEP 2015 - FEB 2018, TEHRAN

I was in charge of redefining the whole user experience and visual design of the company's most popular product: iBartar. It was a search engine for local businesses then. In two years I successfully redesigned the product to a modern location based social network with a growth of 200% in monthly users, the biggest accomplishment of mine was doubling the user engagement by implementing a Gamification platform and a Unique Review and Rating System. I also managed the rebranding project of iBartar to Dunro which was considered as one of the most successful rebranding projects in Iran's startup ecosystem.

I was constantly working with CEO to define the product vision, business model and revenue model. We successfully gained half million dollars in selling advertisements, by the 2017 3rd quarter. I lead a team of 3 designers at Dunro. On the beginning of my 3rd year at Dunro the company successfully raised a 15 million dollar investment by Aftab media holding.

#### Digikala / UI-UX Designer

MAY 2015 - SEP 2015, TEHRAN

I was responsible for designing the mobile shopping application. I've successfully redesigned the mobile apps based on data and analysis gathered by our design team. My work won the UX Tehran Awards that year. And it is almost remained the same design after 3 years. Digikala.com is the biggest online store in Iran and MENA region.

#### Seeb Mobile Technologies / Co-Founder, UI-UX Designer

MAY 2013 - MAY 2015, TEHRAN

Co-founded a digital agency called Seeb due to huge amount of mobile app projects in Iran's tech market back on 2013. At Seeb I worked as a UI/UX designer and project manager for our clients projects and our in-house products. Over two years, I've designed more than 7 apps for our clients like: Parsian Bank, Fidilio, Narengi, Buyex and MBRI.

#### Nasb Niroo (MAPNA Group) / UI-UX Designer

MAY 2012 - MAY 2014, TEHRAN

I did the company's website design. And I was updating its contents on a regular basis. I also was in charge of implementing the internal workflows of company on the Microsoft SharePoint platform, where I successfully managed to revolutionize the employees rollcall and attendance system, (which was on traditional paper forms) by making it a digital automated workflow. It was a good experience for me to understand and learn about enterprise and large scale projects.

### Education

#### Shomal University / BS Software Engineering

SEP 2005 - SEP 2011, AMOL, IRAN

Contributed and conducted several experimental projects like robotics, web development and micro-controllers.

### Skills

#### Visual

Interface Design, Illustration, Print Graphics, Drawing, Sketching

#### Interaction

User Research, Wireframing, Prototyping, User Testing, Information Architecture, Survey, Statistical Analysis, Persona, Storyboarding

#### Tools

Sketch, Adobe Photoshop, Adobe Illustrator, Principle, Flint, Zeplin, InVision, MindNode, Wacom

#### Programming

HTML, CSS, JQuery, JavaScript

### Courses

#### Microsoft MCTS: SharePoint

SharePoint 2010 Configuration

#### MIS Internal Audit

TUV NORD Institute Germany

### Honors

#### Iran Web and Mobile Awards

4 times winner for Dunro(x2), Fidilio and Seebstore

#### UX Tehran Awards

Best Application of the Year: Digikala