

# Foad Moghaddasi | Product Designer

Product Designer with 5 years of experience in UI/UX, digital product development, and design systems. Skilled in User-Centered Design (UCD), Design Thinking, and data-driven strategies. Adept at collaborating with development teams to create seamless, intuitive, and high-impact user experiences.

## EXPERIENCE

### Hesabo, Tehran — Product Designer

Jul 2022 – Present (3 yrs 5 mos)

Hesabo is a fintech platform that enables employees to access their earned salaries daily.

- Designed and developed a comprehensive design system, ensuring consistency and efficiency across products.
- Conducted usability testing, A/B testing, and user research, leading to improved user retention and engagement.
- Led redesign and rebranding efforts, significantly enhancing product usability and aesthetics.
- Collaborated with engineering, business, and product teams to align design goals with business objectives.

#### Achievements:

- Increased user engagement by 35% through a complete UI/UX redesign and usability improvements, optimizing the salary withdrawal process.
- Reduced salary withdrawal time by 40% by streamlining user flows and implementing a more efficient navigation system based on user behavior analysis.
- Developed a customized design system, reducing front-end development time by 40% and ensuring consistent UI across all platforms.

### Asanito, Tehran — UI/UX Designer

Jul 2022 – Apr 2023 (10 mos)

Designed and improved user experiences for enterprise SaaS platforms.

Created high-fidelity UI prototypes and refined usability through iterative design processes.

Conducted UX research and prototyping, improving customer onboarding and feature adoption.

#### Achievements:

- Redesigned data visualization, improving clarity and enabling 25% faster data interpretation with 30% fewer user errors.

### Freelance Product Designer, Remote — UI/UX Designer

Nov 2021 – Jul 2022 (9 mos)

Worked as a UI/UX Designer on multiple freelance projects across fintech, e-commerce, and SaaS platforms, collaborating with diverse teams to create intuitive and high-impact digital experiences.

#### Key Achievements:

- Improved usability across multiple platforms, refining navigation and interaction flows for a smoother user experience.
- Redesigned and updated UI to enhance user experience and align with modern design standards.

### Jabama, Tehran — Employee Experience Designer (EXD)

Feb 2021 – Nov 2021 (10 mos)

At Jabama, I worked as an Employee Experience Designer (EXD), focusing on improving the overall employee experience through user-centered design (UCD), research, and digital solutions. My role involved identifying pain points, optimizing internal tools, and enhancing engagement within the organization.

#### Key Achievements:

- Redesigned internal tools, streamlining HR processes and boosting efficiency.
- Improved onboarding, helping new hires adapt faster with interactive guides.
- Optimized internal communication, enhancing information flow and engagement.
- Increased employee satisfaction by 40% by resolving key pain points.
- Boosted retention and loyalty through better onboarding and workplace tools.

## Contact

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## Education

### Master's Degree in Industrial Design (In Progress)

Azad University, Central Tehran Branch

### Bachelor's Degree in Industrial Design

Azad University, Tehran South Branch

## Skills & Tools

### Product Design & UX Research

User Research, Wireframing, Prototyping, User Flows  
Usability Testing, A/B Testing, Data-Driven Design  
UX Writing, Accessibility Design

### Design Systems & UI Development

Design Systems Creation & Management  
Figma Auto Layout, Component Libraries, Tokens & Variables

### Tools & Technologies

Design: Figma, Sketch, Zeplin, Adobe XD  
Collaboration: FigJam, Miro, Jira  
User Analytics: Clarity, Hotjar

## Projects

I have worked on **10+ projects** across fintech, e-commerce, healthcare, and social platforms. Here are some notable ones:

**Charisma Crowd** – Created a crowdfunding platform to optimize user engagement.

**Nazari Cake** – Created an e-commerce platform for an online cake business.

**Sarmo Store** – Developed an e-commerce website with an improved checkout experience.

**Qursat** – Designed a medication management app for better prescription tracking.

**Tadatoon** – Designing a User-Generated Content Platform for educating children aged 5 to 12 through AI-powered storytelling.

**Voices to Action** – Designed a campaign-based app for advocacy engagement.

## Portfolio & Case Studies

For a deeper insight into my case studies and completed design projects, visit

[www.foadmoghaddasi.com](http://www.foadmoghaddasi.com)