



Mahdi Rahman

Sr. Product Designer/Design System Manager | Helsinki, Finland

With over twelve years in digital product design, I've worked across B2B and B2C platforms in telecommunications, healthcare, classified ads, E-commerce , and intranet domains. My experience spans the entire design process, from problem identification to solution development, emphasizing inclusivity and collaboration with product managers and developers. I prioritize data-driven transparency to ensure logical and understandable design decisions.

A key aspect of my approach is building a feedback loop with end-users, grounding product evolution in real data. This commitment to iterative improvement has been central to my career.

In my role leading the Design System and engineering team for a B2C product with over 35 million users, I navigated the complexities of documenting and systematizing design within a diverse team of UX designers, researchers, and developers. This experience highlighted the importance of a systematic approach and clear documentation in achieving team success and product excellence.

UX Design

Product Design

Design System

Design Thinking

UX Research

UI Design

Prototype

User-Flow

Research Planning

Usability Test

Data/Metric Driven Design

Interaction Design

Mahdi Rahman

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Experiences

Happeo

Sr. Product Designer/Design System Manager {Apr 2022 - Present}

- Successfully initiated the mobile app design process, identifying key problems, conducting extensive user research, implementing solutions, and establishing a scalable feedback loop with end-users.
- Developed, managed, and maintained the Happeo design system (Vesa), aligning it with product scaling and including a strategic phased integration roadmap.
- Created research method templates for use by the product team, enhancing our research capabilities.
- Designed the platform's advanced analytics section, incorporating sophisticated filters and data visualization tools.
- Designed the platform's AI search experience providing services from LLM(PaLM 2), Vector and Semantic search engine and integration of RAG evaluator

Divar

UX Engineering Chapter Leader {Feb 2020 - Apr 2022}

- Leading the UXE chapter (included 3 UX designers, 1 Researcher, and 4 engineers), I've guided the creation and upkeep of the SONNAT design system for Divar, Iran's leading classified ads platform with 35 million monthly active users.

UX Engineer {Feb 2019 - Feb 2020}

- Led the redesign of Divar's platform website and PWA, leveraging user behavior data and usability testing to establish solid design foundations and navigation strategies.
- Collaborated with a team of more than 10 front-end developers(Android, Android TV, iOS, and web/PWA) to ensure the precise implementation of our progressive design system.
- Initiated and managed the recruitment and evaluation of design engineers, founding the first UXE team in Iran.

Praxo Health Information

Co-Founder | Product Designer {Feb 2017 - May 2019}

In 2017, I co-founded Praxo, a web-based platform for health records and communication between physicians and medical professionals. I oversaw product design, UX research, pro-user interviews, NPS/SUS evaluations, and front-end development using React and React Native.

Behineh Pardazan Rizmoj Sanat

UX Designer | UI Developer {Apr 2013 - Jan 2017}

I was a UI developer and UX designer at an innovative telecom company in Iran, creating components and interfaces for VSR IFF systems, online flight tracking, and commercial radar systems.

Iranian TV Channel

Graphic Designer | UX Designer {Jan 2012 - Apr 2013}

Ortod Advertising Agency

Graphic Designer | Printing Supervisor {Aug 2010 - Jan 2012}

Skills

Softwares {Design}

Figma, Sketch App, Adobe Illustrator, Photoshop, After Effect, Cinema 4D(basics), ProtoPie

Tools {Research & Discovery}

Dovetail, Typeform, Optimal Workshop, UX Sort, Maze, Miro, FigJam, ProductBoard, Pendo, GA, Storybook/Chromatic, Zeroheight

Programming & Languages {Development}

HTML, CSS, JS, React JS, QT, Python(basics)

Product Design & Design Engineering {Bridge skill-set}

- Design system management and documentation
- UI Development in production level
- Interface design / Interaction design
- Design technology and development validation
- UX design, usability testing and A/B testing
- Qualitative and Quantitative Research
- Problem Discovery and scope definition
- Design tokens
- Prototyping and UI implementation
- Digital wellbeing and accessibility
- Performance wise design
- Define Detailed scenario for QA team

Websites

[SONNAT Design System](#) {Design system documentation}

[SONNAT Design System](#) {Design system developer tools, React components & resources}

[Paskoocheh](#) {My leading experience in a 3D modeling/three.js hackathon project}

Publication

[Design Engineering Hand Book](#) {My translation of Design Better handbook}

Language

Persian {Native}

English {Fluent}

Education

B.SC. Chemistry Engineering, Oil Process Design {2008}

Babol Noshirvani university of technology | Babol, Iran

Side Courses

Philosophy of Art {2015}

Allameh Tabataba'i University