

# Masih Sadri

Product Designer

 sadrimasih@gmail.com

 linkedin.com/in/msadri

 <https://mrsadri.github.io/Portfolio/>

 Tehran, Iran • Willing to relocate

## PROFESSIONAL SUMMARY

Data-driven Product Designer with **6+ years** of experience improving experiences for **40M+ users**.

Impact-oriented with hands-on experience in **two semi-unicorn tech companies** (Divar, IR-MCI), designing for both **B2B and B2C products** across embedded, centralized, and single-threaded team structures.

## PROFESSIONAL EXPERIENCE

**Senior Product Designer** · Remote, Full-time

August 2025 – Present | 5 months

**BimeBazar | B2B/B2C insurance marketplace & digital distribution platform | Nationwide scale**

**Senior Product Designer** · Hybrid, Full-time

October 2024 – August 2025 | 11 months

**Persol | B2B/B2C marketplace, early-stage growth**

Lead designer guiding product vision and delivering high-impact experiments across the funnel.

- Redesigned the sign-up flow through data-driven funnel analysis, eliminating major friction points and achieving an 80% increase in lead generation within 3 months.
- Developed a scalable design kit from scratch, standardizing UI patterns and improving design-to-development handoff efficiency across the team.

**Senior User Experience Designer** · Hybrid, Full-time April 2022 – September 2024 | 2 years 6 months

**Divar | Top regional classifieds platform | 50M+ users**

Trusted partner across Trust & Safety, Growth, and Core Experience initiatives.

- Designed and launched a Secure Call System with the Trust & Safety team, achieving a 60% reduction in harassment incidents and strengthening user trust.
- Improved search experience by introducing the Nearby Cities feature, reducing bounce rate by 25%.
- Optimized post-ad submission flow, streamlining form fields and lowering redundant chat conversations by 12%.
- Implemented a new ticketing workflow, improving customer-support efficiency and reducing user wait times by 20%.

**Product Designer** · On-site, Full-time

June 2019 – March 2022 | 2 years 10 months

**IR MCI - Setare Aval | Fintech services + USSD + Mobile service | Nationwide scale**

Shaped cross-functional feature development and design systems for nationwide financial products.

- Built Morph, a scalable design system ensuring visual consistency, used by 8,300+ designers.
- Gamified the referral-sharing experience, turning 60,000+ subscribers into daily active users and boosting retention.
- Increased bill-payment share from 6% to 47% of total payment through in-depth interviews.

## VOLUNTEER EXPERIENCE

### Design Mentor · Seasonal

June 2022 – Present | 8 semesters

#### Rahnema College | Professional bootcamps + Internship programs

Mentored over 200 aspiring designers, introduced gamified learning techniques, and bridged academia with industry practices.

## SKILLS

### Research & Strategy

- Usability Testing & Interview
- Market & Competitive Analysis
- Roadmapping & OKR Alignment
- Insight Gathering: Clarity, GA, HotJar

### Design

- Design Systems & UI Kits
- User Interface Design (UI)
- Wireframing & Prototyping
- Interaction & Micro-interactions

### Technical Tools & Data Analytics

- Figma, Framer, Claude, Cursor, NotebookLM
- Business Metrics & Funnel Analytics (CRO)
- Data Preprocessing & Statistical Analysis
- BI Tools and Dashboards

## EDUCATION

### BSc. in Project Management Engineering

September 2015 – August 2018

#### Payame Noor University

Teaching Assistant, appointed by Dr. E. Rajabi, Head of the Science Committee. Member of the Civil Engineering and Project Management scientific society.

## CERTIFICATIONS

### Data Analysis BootCamp

July 2025

#### Rahnema College

170h • Data Preprocessing, Business Metrics, BI Tools, Introductory Python, Storytelling with Data, Statistical Inference, A/B Testing.

### IELTS (Academic)

May 2022

#### International Development Program (IDP)

Overall Score 7.0.

### Conducting Usability Testing

July 2021

#### Interaction Design Foundation

### UI/UX Design BootCamp

July 2019

#### Rahnema College

150h intensive bootcamp.

### Product Design and Advanced UX Design

May 2019

#### Sharif University of Technology + University of Tehran

98h dual-institution training.