

# Masih Sadri

## Product Designer

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### PROFESSIONAL SUMMARY

Impact-oriented Product Designer with **6+ years** of experience scaling products for **40M+ users**. Specialized in leveraging **Data Analytics** and **AI tools (Claude, Cursor)** to accelerate design-to-development workflows. Proven track record in market-leading platforms, delivering a **1.8x lift in lead generation** at Persol and a **60% reduction in safety incidents** at Divar. Expert in building open-source design systems with **8,600+ global users**.

### PROFESSIONAL EXPERIENCE

**Senior Product Designer (B2B)** · Remote, Full-time Aug 2025 – Present

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

- **Core Product Growth:** Boosted insurance renewal rates by 34% through the strategic redesign of the Renewal Reminder feature and the main dashboard's Due Date module.
- **Campaign Impact:** Designed a gamified Wheel of Fortune feature from scratch, contributing to a 28% increase in sales during the peak campaign period.
- **AI-Driven Efficiency:** Leveraged AI (Claude/Cursor) to build and deploy the company's digital Brand Book and documentation on GitHub, reducing a projected multi-month project to just a few days.

**Senior Product Designer** · Hybrid, Full-time Oct 2024 – Aug 2025

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

- **Funnel Optimization:** Achieved a 1.8x lift in lead generation within 3 months by identifying and eliminating friction points in the sign-up flow through data analysis.
- **System Design:** Developed a scalable design kit from scratch, standardizing UI patterns and significantly improving handoff efficiency for the engineering team.

**Senior User Experience Designer** · Hybrid, Full-time Apr 2022 – Sep 2024

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

- **Trust & Safety:** Co-designed the Secure Call System, resulting in a 60% reduction in harassment incidents and a substantial increase in user trust metrics.
- **Search Experience:** Reduced bounce rate by 25% by introducing the Nearby Cities search feature.
- **Chat Squad:** Streamlined the post-ad submission flow, lowering redundant customer support chat volume by 12%.

**Product Designer** · On-site, Full-time Jun 2019 – Mar 2022

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

- **Market Share:** Scaled bill-payment share from 6% to 47% of total payments through in-depth user research and interface simplification.
- **Global Impact:** Architected Morph Design System, an open-source project adopted by 8,600+ users on Figma Community to date.
- **Gamification:** Boosted retention by turning 60,000+ subscribers into daily active users via a gamified referral system.

## SKILLS

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**Strategy:** Conversion Rate Optimization (CRO), User Research, A/B Testing, OKR Alignment

**Technical:** AI-Assisted Development (Claude, Cursor), Google Apps Script, Basic Python, CSS/HTML

**Data & Analysis:** Microsoft Clarity (Advanced), Google Analytics, Funnel Analysis, Hotjar

**Design:** Figma, Framer, Design Systems, Prototyping, Interaction Design

## CERTIFICATIONS

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### Data Analysis BootCamp

July 2025

Rahnema College

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

### IELTS (Academic)

May 2022

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 + University of Tehran

98h dual-institution training.

## VOLUNTEER EXPERIENCE

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### Design Mentor · Seasonal

2022 – Present

Rahnema College

*Top Course Instructor (Awarded for two terms). Mentored 200+ aspiring designers, using gamified learning techniques to bridge the gap between academia and industry.*

## EDUCATION

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### BSc. in Project Management Engineering

2015 – 2018

Payame Noor University