

# Masih Sadri

## Senior Product Designer

 [sadrimasih@gmail.com](mailto:sadrimasih@gmail.com)  [linkedin.com/in/msadri](https://www.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

Persol | B2B/B2C marketplace, early-stage growth

October 2024 – August 2025 · Hybrid, Full-time | 11 months

*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

Divar | Top regional classifieds platform | 50M+ users

April 2022 – September 2024 · Hybrid, Full-time | 2 years 6 months

*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

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

June 2019 – March 2022 · On-site, Full-time | 2 years 10 months

*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

Rahnema College | Professional bootcamps + Internship programs

June 2022 – Present · Seasonal

*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.