

No.816, Rauhankatu 16, 15110
Lahti, Finland.

SALEH ZEKAVATI

PRODUCT DESIGNER

[Website](#) | [LinkedIn](#)

(+358) 402430992
salehzekevati@gmail.com

SUMMARY

Product designer with a structured mindset, specializing in **UX/UI design**, **design systems**, and user-centered solutions. Skilled in **Figma**, **prototyping**, and interaction design, with a keen eye for usability and visual consistency. Experienced in cross-functional collaboration, agile workflows, and refining **design processes** to enhance product scalability. Driven to solve complex problems through strategic design thinking and data-driven decisions.

SKILLS AND TOOLS

Core Skills

- Product Design, UX/UI Design, Design Systems, User Research & Usability Testing, Prototyping & Wireframing, Interaction Design, Data-Driven Design & A/B Testing, Visual Identity Design, Cross-functional Collaboration.

Tools & Technologies

- Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, FigJam, SketchUp, Adobe Premiere.

EMPLOYMENT

Senior product designer

Sina Communications Co.

October 2020 – December 2024

- Designed and maintained a scalable design system in Figma, ensuring consistency and efficiency across all web application projects.
- Led the end-to-end design process for user-friendly and visually appealing interfaces, from ideation to final implementation.
- Collaborated closely with product managers to define and iterate on product roadmaps based on user needs and business goals.
- Worked cross-functionally with developers, providing design specifications, feedback, and suggestions to enhance product functionality.
- Presented design solutions to cross-functional teams and senior leadership to align stakeholders on design decisions.
- Developed wireframes, interactive prototypes, and user flows to validate design concepts and ensure seamless UX.
- Analyzed market trends and user behavior to identify new opportunities for product enhancements.
- Refined and iterated designs based on feedback, user testing, and evolving business needs.

Visual Designer

Hinava Smart Home Co.

November 2017 – October 2020

- Developed creative visuals for product presentations, ensuring alignment with brand identity and market needs.
- Led design projects for product packaging, brochures, catalogs, and digital assets, delivering consistent branding across all materials.
- Collaborated with the teams to create logos, icons, and illustrations to support campaigns and product launches.
- Coordinated with external partners for the production of high-quality printed materials.
- Maintained design consistency across print and digital media to ensure a cohesive brand presence.
- Used Adobe Creative Suite to create scalable and polished designs across various formats.

Senior Urban Designer

Arseh Consulting Engineers Co.

August 2015 – November 2017

- Conducted site analysis to understand urban context and challenges.
- Collaborated with stakeholders to develop urban design proposals.
- Created urban design concepts and master plans for development projects.

EDUCATION

Master of Arts

University of science and technology

September 2013 – September 2016

- Urban Design

Bachelor of Arts

Ferdowsi University

September 2007 – August 2012

- Urban Development Engineering

INTERESTS

- Design Systems & Scalability, Behavioral Psychology in Design, Visual Identity Design, Photography, Writing.