SALEH ZEKAVATI

PRODUCT DESIGNER

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

EMPLOYMENT

Senior product designer **Sina Communications Co.** **August 2020 – December 2024**

- Design a dynamic design system in Figma to unify and streamline all web application projects within the company.
- Set design requirements based on information from internal and external partners, including users and the development teams;
- Lead the design process of user-friendly interfaces for company products;
- Partner with product managers to define and evolve product roadmaps;
- Work closely with developers to suggest improvements for products and processes;
- Present product design ideas to cross-functional teams and senior leadership;
- Conduct research and usability tests with users to improve user experience, both in-person and online;
- Analyze market needs and consumer preferences related to company products;
- Create, improve, and use wireframes, prototypes, style guides, and user flows;
- Produce prototypes and test their functionality;
- Execute all visual design stages from concept to final product;
- Modify and revise existing designs to meet changing customer preferences;
- Identify new product improvement opportunities.

Visual designer **HooshRavan Corporation –** Hinava Smart Home Project **September 2017 – July 2020**

- Developed creative ideas to present company products based on requirements and brand identity;
- Managed the design process for all graphic materials, including product boxes, brochures, social media posts, PowerPoint presentations, catalogs, logos, mock-ups, and other materials;
- Supported product marketing by designing logos, iconography, illustrations, and other visuals;
- Coordinated with external partners to prepare in-print products.

Senior Urban Designer **Arseh Consulting Engineers Co.** **May 2015 – August 2017**

- Conducted site analysis and research to understand the context, history, and challenges of urban environments;
- Collaborated with planners and project stakeholders to develop comprehensive urban design proposals;
- Generated design concepts and master plans;
- Utilized design software and tools to create visual representations, including sketches, renderings, and diagrams
- Developed design guidelines and standards to ensure consistency and quality in urban development projects.

EDUCATION

Tehran, IR **Iran University of science and technology** **September 2013 – August 2016**
- Master of Arts: Urban Design

Mashhad, IR **Ferdowsi University of Mashhad** **September 2007 – May 2012**
- Bachelor of Arts: Urban Development Engineering

SKILLS AND TOOLS

Proficient
- UI/UX design, UX Research, Visual Identity design, Graphic design, Printing product design, Sketch, 3D modeling
- Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, SketchUp.

Familiar
- Adobe Premiere, AutoCAD, Miro, Adobe After Effects.

INTERESTS

User-centered Design, Visual Identity Design, Photography, Writing, UX Research.