

Product Designer

[Portfolio](#) · [LinkedIn](#) · [Medium](#)

Product designer with strong UX research experience across B2B SaaS, cloud, and travel products. I design end-to-end experiences from discovery to delivery, turning complex workflows into clear, usable products.

EXPERIENCE

Product Designer | Mithrion (Amsterdam) | 2026-present | [Mithrion.fit](#)

- Own the end-to-end product design across mobile, web, and growth experiences, from user research and concept development to high-fidelity design and developer handoff.
- Design and improve key product journeys, including onboarding, body audits, workouts, corrective exercises, subscriptions, progress tracking, and referral experiences.
- Extend and maintain the product's design system while improving consistency and collaboration between design and engineering.
- Partner closely with the founding team to shape product direction, prioritize features, and contribute to Mithrion's product positioning, brand identity, website, and investor presentations.

Product Designer / UX Research | Sotoon (Remote) (B2B IaaS, PaaS) | 2022-2026 | [Sotoon.ir](#)

- Led end-to-end UX for multiple B2B cloud products, from discovery and design to developer handoff.
- Conducted user interviews, usability testing, and behavioral analysis to identify friction and shape product direction
- Designed complex configuration flows, dashboards, and new product experiences for technical users
- Translated research insights, business goals, and engineering constraints into practical design decisions
- Independently delivered full product solutions across multiple projects with limited design resources
- Built and maintained a centralized UX insights repository (MCP), improving decision-making across teams.
- Automated UX data collection from support tickets and feedback loops using n8n
- Collaborated closely with PMs and engineers to define trade-offs and reduce implementation risks
- Led UX workshops and design critiques to improve team alignment and product quality
- Rapidly prototyped and validated ideas using AI tools (Cursor, Windsurf, Figma AI)

UX Researcher | Routetitan (Remote) | B2B SaaS | 2022 | [Routetitan.com](#)

- Established foundational UX research processes and methods to support more informed product decisions
- Implemented analytics and behavior tracking to identify user friction and opportunities for improvement
- Conducted competitive analysis and refined personas to clarify user needs and product direction
- Designed user flows and low-fidelity prototypes to support decision-making and reduce ambiguity
- Worked closely with product stakeholders to prioritize improvements and align solutions with business and user

UX Researcher | Flightio | 2020-2022 | [Flightio.com](#)

- Conducted 30+ usability tests and 40+ user interviews
- Contributed to product and redesign decisions through research synthesis, wireframes, and prototypes
- Improved conversion rate by 10% and increased user satisfaction by 30%
- Reduced bounce rate by 10% by improving navigation and simplifying key user flows
- Collaborated with marketing, analytics, engineering, and product teams to support the delivery of better UX
- Supported the launch of upselling, cross-selling, loyalty, and personalization features to improve engagement

SKILLS

Product: Interaction design, user flows, wireframing, prototyping, UI, dashboards, design systems, developer handoff

UX Research & Strategy: User interviews, testing and mapping, information architecture, competitive analysis and prioritization

Product & Collaboration: Product thinking, stakeholder alignment, design critiques, cross-functional collaboration

Analytics & Tools: Figma, Mixpanel, PostHog, Smartlook, Claude Design

AI & Automation: Codex, Antigravity, Figma AI, Claude, Workflow automation

EDUCATION

Bachelor of Art — Textile Design University of Tehran | 2015–2018

Graphic Design Diploma | 2017