

# Alireza Parsaee

Product & Graphic Designer



alireza.parsaeeee@gmail.com



+989120686206



www.parsaeeee.com

**"Hi, I'm Alireza – I build experiences, not just screens."**

## Profile

I'm Alireza Parsaee, a passionate Product Designer driven by the magic of solving real human problems through design. My focus is crafting seamless, intuitive UI/UX experiences that not only look beautiful but *\*feel\** right – emotionally, functionally, and purposefully.

With a strong foundation in user-centered design and a love for creating delightful digital journeys, I build experiences that speak directly to the heart of the user. From wireframes and flows to polished UI and design systems, I thrive on balancing empathy and usability with creativity and visual impact.

- Currently working on AI-powered products and mobile apps
- Open to Product Design / UI/UX roles in high-impact teams
- Skilled in Figma, UX Research, Prototyping, Visual Design
- Let's build products that people don't just use – they love.

**Check out my portfolio: [www.parsaeeee.com](http://www.parsaeeee.com)**

## Work Experience

sep 2024 - march 2025 . 7 mos

(7-month focused self-development)

Tehran - Iran

### Self-Driven Growth Year (Mid To Senior)

Took a dedicated year to level up from mid to senior by diving deep into product thinking and hands-on design challenges.

Completed the **Amanj Product Design course** with **Ali Babaei**, tackled real-world briefs on **Uxcel**, **Briefbox**, and **Sharpen**, and redesigned complex apps (like mobile banking) from scratch – including flows, visuals, and A/B testing.

Throughout the year, I sought mentorship and feedback from senior designers to sharpen both strategy and craft.

may 2024 - sep 2024 . 5 mos

Kalamehr Tehran - Iran

### Mid Product Designer

Revamping and redesigning the old advertising identities of brands and organizations.

Creating a virtual visual identity for brand advertising.

Organizing all major event advertisements (conceptualizing and executing in both physical and digital products).

Ideation and conducting brainstorming sessions with the team and stakeholders for advertising campaigns.

## **Work Experience** Continued

**may 2024 - sep 2024 . 5 mos**

Kalamehr      Tehran - Iran

### **Mid Product Designer**

Tangible Achievements:

Increased virtual audience engagement.

Maximum customer satisfaction with the organized event.

Satisfaction of the sales team with the newly created identity and workflow.

Increased product sales after conceptualizing and executing the environmental campaign

**jun 2022 - apr 2024 . 1 yr 11 mos**

Rad Art Studio      Tehran - Iran

### **Product Designer**

Establishing a complete brand identity (both virtual and physical).

Increasing social media engagement through effective advertising.

Content production and creating a content framework to sustain promotional efforts for future designers in case of non-collaboration with the organization.

Tangible Achievements:

Growth in social media audience.

Increased number of visitors to the organization.

Positive feedback, both written and verbal, from audiences regarding the type of content executed on social media platforms.

## **Work Experience** Continued

**may 2022 - mar 2023 . 11 mos**

Neo Classic Garage      Tehran - Iran

### **Product Designer**

Establishing a complete brand identity (both virtual and physical).

Increasing social media audience through effective advertising.

Environmental advertising for garages and designing physical promotional items for the organization.

Content production and creating a content framework to sustain promotional efforts for future designers in case of non-collaboration with the organization.

Tangible Achievements:

Rapid growth in social media audience.

Customer satisfaction with the organization's advertising performance, leading to increased visits and attracting new customers.

**jul 2020 - apr 2022 . 1 yr 10 mos**

Daniow      Tehran - Iran

### **Product Designer**

Executing and designing all stages of startup product development from the ground up (initially a web-based product).

Conducting various meetings to attract sponsors and an operational team.

Creating a unified design system for the product and brand.

Conducting brainstorming sessions with stakeholders.

Creating a comprehensive brand identity.

Conducting brainstorming sessions with the team and brand decision-makers.

Designing and conceptualizing graphic elements for the website.

## **Work Experience** Continued

**Jul 2020 - Apr 2022 . 1 yr 10 mos**

Daniow

Tehran - Iran

Tangible Achievements:

Developing a startup product from scratch with complete details.

Launching and operationalizing the created product.

Positive reception and approval from medical professionals regarding the developed product.

**Feb 2018 - Feb 2020 . 2 yr 1 mos**

Ide Pardazan

Tehran - Iran

### **Senior Graphic Designer**

Conceptualizing and creating a unique identity for designs.

Designing printed and digital materials for renowned organizations.

Creating infographics with innovative ideas.

### **Junior Graphic Designer**

Quickly learning new concepts and collaborating in design.

Acquiring teamwork skills.

Designing both printed and digital materials for the organization's website.

Tangible Achievements:

Customer satisfaction with completed designs.

Presenting and executing innovative ideas during company meetings, receiving a warm reception from managers and team members.

## Work Experience

Continued

**2017 - 2018 . 1 yr**

Broadcasting (Seda & Sima)

Tehran - Iran

### Graphic Designer

Working in the operational sector of the network with direct interaction with broadcasting.

Presenting innovative designs aligned with the network's brand identity.

Tangible Achievements:

Significant satisfaction among colleagues, even in other departments and networks.

High approval from producers collaborating with the network regarding the quality of services.

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## Skills

### Personal

Communication

Leadership

management

Teamwork

negotiation

Planning

### Professional

Figma

Illustrator

Photoshop

Indesign

Premiere pro

Wordpress

# Timeline 2020 to 2025

## 2025

### Designed Mellow App (UX Case Study)

- Emotional wellness app based on real user behavior
- Complete UX journey, UI system, and visual storytelling
- "First time I saw my design feel like a soul."

## 2024

### Freelance UI/UX Designer

- Designed for +10 businesses: identity, landing pages, full apps
- Focused on minimal, conversion-based design
- "Learned how to merge user goals with brand emotion."

## 2023

### Branding + Social Strategy for Local Brands

- Created tone, identity, and campaigns
- Worked with content teams to bring design to storytelling
- "Realized that design without voice is just decoration."

## 2022

### First UI Role + Product Concepting

- Self-taught Figma, UX flows, UI kits
- Designed mock apps for real-world pain points
- "I didn't have clients, so I created imaginary ones — and they taught me."

## 2021

### Graphic Design to UI Transition

- Focused on layout, typography, visual balance
- Adobe + color theory foundations
- "Learned how to guide the eye before guiding the user."

## 2020

### Started Design Journey

- First freelance posters and identity projects
- Curiosity turned into obsession
- "Back then, I didn't know I was building my life."

## Education

**Bachelor of architect**      2012 - 2018

University: Intelligent Structures Scientific Applied Education University

Tehran - Iran

**Diploma in Mathematics**      2009 - 2012

High school: Emam Javad

Tehran - Iran

## Important achievements

- ▶ +6 years of hands-on experience in design (product + graphic)
- ▶ Expert in Figma, Adobe Suite, and Design Systems
- ▶ Deep focus on emotional design & brand identity
- ▶ Proven growth in user engagement & brand visibility



[linkedin.com/in/alirezaparsaee](https://www.linkedin.com/in/alirezaparsaee)



[dribbble.com/alireza\\_parsaee](https://dribbble.com/alireza_parsaee)



[behance.net/alirezaparsaee](https://behance.net/alirezaparsaee)

**"I don't just want a job. I want to bring soul  
to your product. That's what Soulcoded taught me."**