

## Work Experience

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

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

sep 2024 - march 2025 . 7 mos Tehran - Iran

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.

### Mid Product Designer (Kalamehr)

may 2024 - sep 2024 . 6 mos Tehran - Iran

Led the redesign of brand advertising identities, which directly contributed to a **%15 increase** in product sales. Streamlined internal workflows by designing a unified visual identity and process for major events, resulting in higher team satisfaction.

### Product Designer (Rad art studio)

jun 2022 - apr 2024 . 1 yr 11 mos Tehran - Iran

Improved user onboarding, which resulted in a **%15 increase** in new user sign-ups within the first three months after launch. Designed a new referral flow, leading to the acquisition of **over 10,000 new users** in a **six-month** period. Redesigned the registration process, reducing friction and contributing to a **%20 growth** in the active user base.

### Product Designer (Neo classic garage)

may 2022 - mar 2023 . 11 mos Tehran - Iran

Redesigned the complete brand identity (both virtual and physical), which directly fueled a **%40 growth in social media audience** and boosted digital user acquisition.

Drove a measurable increase in customer visits and new customer acquisition by creating and managing integrated cross-channel campaigns (environmental and digital).

### Product Designer (Daniow)

jul 2020 - apr 2022 . 1 yr 10 mos Tehran - Iran

**Led the end-to-end product design** of a new web-based startup, from initial ideation to successful launch and operationalization.

**Developed a comprehensive brand identity and design system**, which streamlined the workflow for both the design team and stakeholders, ensuring a scalable and consistent user experience.

**Improved user satisfaction and usability** by conducting extensive brainstorming sessions with medical professionals, which led to high approval ratings for the product's interface and functionality.

### Product Designer (Ide Pardazan)

feb 2018 - feb 2020 . 2 yr 1 mos Tehran - Iran

#### Senior Graphic Designer

Led the conceptualization and execution of unique brand identities, resulting in high customer satisfaction from renowned organizations.

Translated complex data into innovative infographics, improving information architecture and increasing user comprehension and engagement.

Championed new ideas and concepts during team meetings, which received high praise from stakeholders and led to the adoption of more user-centric design approaches.

#### Junior Graphic Designer

Quickly integrated into the design team, contributing to a more efficient workflow and acquiring key collaboration skills.

Designed user-facing printed and digital materials for the organization's website, contributing to brand consistency and a cohesive user experience.

## 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

## Skills

### Personal

Communication  
Leadership  
management  
Teamwork  
negotiation  
Planning

### Professional

Figma  
Illustrator  
Photoshop  
Indesign  
Premiere pro  
Wordpress



linkedin.com/in/alirezaparsaee



dribbble.com/alireza\_parsaee



behance.net/alirezaparsaee



Reimagining a confusing and outdated documentation website into a modern, user-centric platform.

## Problem & Solution

Designed an intuitive, visually distinct website with a focus on clear information architecture and user engagement.

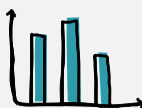


## Key Metrics & Achievements



%65+ Increase in Conversion Rate

%70 Reduction in Time to Find Information



Improved User Satisfaction

## Core Deliverables

### Discover



Qualitative Insights  
Quantitative Data  
Competitive Analysis

### Define



User Persona  
Empathy Map

### Ideate



HMW?  
User Flow

### Design



Wireframing  
Visual Design  
Prototypes  
Documentation

## The Final Look

The DUX.studio website was transformed from an outdated platform into a modern, user-centric digital experience. The final product successfully aligns with the brand's mission, improves key functionalities, and builds trust with potential clients.

Click and See The Full Project





Users suffer from high financial anxiety and fragmentation, lacking a unified, trustworthy system to prioritize multiple debts (bank, friendly, purchase installments) and minimize late fees.

## Problem & Solution



Designed Ghest Yar, a proactive financial advisory app that uses Empathy Mapping data to create a Smart Suggestion Engine. The system unifies all debts and provides a prioritized, actionable alert on which installment to pay next to avoid the highest penalty.

## Key Metrics & Achievements



Transformed the user's experience from reactive tracking to proactive financial advising.

%85 adoption rate of the "Smart Suggestion" feature, indicating high user trust in the app's guidance.



Reduced the time spent agonizing over which debt to pay from ~2 hours per week to 30 seconds (instant decision).

## Core Deliverables

### Discover



User Interviews  
Affinity Mapping  
Competitive Analysis

### Define



User Persona  
Problem Framing  
How Might We

### Ideate



Crazy 8s  
Brainwriting 5-3-6  
Dot Voting  
Concept Mapping  
Value-Feasibility Matrix  
Concept Testing

### Design



Wireframing  
Visual Design  
Design Principles  
Information Architecture  
Low-to-High Fidelity Iteration  
Guerilla Testing

## The Final Look

A clean, calming UI with distinct color coding that uses visual hierarchy to communicate risk. Intuitive, sequential onboarding to capture sensitive data securely. Dedicated card for the "Smart Suggestion" that instantly conveys why a debt is a priority.

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The process of finding and applying for a loan is highly fragmented, confusing, and time-consuming, forcing users to navigate scattered bank websites and physical branches, which leads to high frustration and application drop-off.

## Problem & Solution

Designed Vam Yar to be a unified, user-centric loan platform. The solution simplifies the entire journey, from calculating loan affordability to uploading documents, by centralizing all required steps and bank options.



## Key Metrics & Achievements



Reduced the time required for a full loan application from multiple days to just minutes via the app's guided flow.

Transformed a bureaucratic process into a seamless, step-by-step digital experience.



Achieved %100 upfront transparency regarding loan terms and required documents

## Core Deliverables

### Discover



User Interviews

Competitive Analysis

### Define



User Persona

Problem Framing

### Ideate



How Might We

User Flow

### Design



Wireframing

Visual Design

## The Final Look

A clean, friendly UI utilizing a calming green and white palette to instill confidence and trust in the financial process. Clear, concise instructional text (e.g., "افقط يه قدم تا گرفتن وام")

A Summary Screen that compiles all user choices for final review before submission, ensuring accuracy and peace of mind.

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## Mellow App



## Open App



## Net Yar

## Hamrah Yar

[Click and See The All Project](#)