



# Arezoo Arabi

## Senior Product Designer

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## About Me

A Senior Product Designer with experience leading end-to-end design of complex digital products and multi-service platforms. Strong in product architecture, system thinking, and building scalable design systems. Experienced in mentoring designers and driving structured collaboration across product and engineering teams.

## Work Experience

### Senior Product Designer

Mar 2024 - Present • Aras Financial Processing Company | Namad Ghadir Financial Group

#### Namadeno Super Application

- Designed the Super App end-to-end from zero to launch, defining product architecture, core user journeys, and service integration across multiple financial modules.
- Built the complete administrative back-office system from scratch, including structured role-based access for different admin levels.

#### Ghollehdb.ir – Damavand Investment Fund Platform (Redesign)

- Led the full redesign of the investment fund platform, restructuring trading flows, information hierarchy, and overall usability.
- Designed a comprehensive admin dashboard supporting internal operations and bank branch-level access management.

#### Design Leadership & Mentorship

- Acted as Design Lead, mentoring a starter designer from onboarding to independent contribution.
- Conducted design reviews and final approvals across multiple projects within the group.
- Collaborated closely with product and engineering teams to maintain structured and scalable design execution.

### Product Designer

Mar 2022 - Mar 2024 • Ramzinex.com

#### Dashboard Redesign

- Led the complete redesign of the Ramzinex dashboard, restructuring information hierarchy, trading visibility, and overall user workflows to enhance clarity and decision-making speed.
- Redesigned Professional Trading, Easy Trade, Deposit, and Withdrawal flows, simplifying complex financial interactions while maintaining advanced functionality for power users.
- Applied usability testing and user interviews to validate design decisions, iterating based on real user feedback and behavioral insights.
- Delivered fully responsive designs, ensuring consistency and performance across both desktop and mobile experiences.

#### Margin Trading Feature (End-to-End Design)

- Independently designed the Margin Trading feature from scratch, defining user journeys, risk visibility patterns, and financial interaction models.

#### Design System & Brand Execution

- Collaborated with the design team to establish and structure a scalable design system, improving consistency and cross-product alignment.
- Designed branded iconography and visual elements for key landing pages, strengthening product identity and marketing cohesion.
- Contributed to the redesign of multiple website pages, enhancing usability, visual hierarchy, and overall user engagement.

### UI/UX Designer & Wordpress Developer

Jul 2019 - Dec 2021 • Vistaapp.ir

#### Client-Based Website & Platform Design

- Collaborated directly with clients to gather requirements, define project scope, and translate business needs into structured digital solutions.
- Designed complete websites and web platforms in Adobe XD, defining user flows, information architecture, and visual direction based on each client's objectives.
- Led end-to-end execution from initial concept to final delivery, ensuring alignment between stakeholder expectations and product outcomes.

#### E-commerce Website Development (WordPress)

- Designed and implemented multiple e-commerce websites, focusing on product structure, conversion flows, and optimized checkout experiences.
- Developed and customized WordPress-based solutions, translating high-fidelity designs into fully functional and responsive websites.
- Ensured cross-device consistency and usability across desktop and mobile versions.

### Product Designer & Wordpress Developer

Nov 2018 - Present • Freelancer

- Design and developing web and mobile digital experiences for a diverse range of businesses, translating strategic goals into scalable, user-centered products.
- Providing product design and consulting services, helping companies define user needs, shape product vision, and structure effective feature roadmaps.
- Leading projects from discovery to delivery, covering user research, UX strategy, interface design, and implementation guidance.

## Certificates

### Ux Management

Feb 2023 • Interaction Design Foundation

### User Research

Feb 2023 • Interaction Design Foundation

### Agile Methods for UX Design

May 2023 • Interaction Design Foundation

### Gamification How to Create Engaging User Experiences

Jun 2023 • Interaction Design Foundation

### Journey Mapping

Nov 2023 • Interaction Design Foundation

### Design Thinking

Nov 2022 • Interaction Design Foundation

### UI Analysis

Mar 2022 • Urx Academy

[See Certificates](#)

## Education

### Bachelor Degree - Computer Engineering majoring in IT

Sep 2014 - Apr 2019 • Payame Noor University

## Portfolio

You can see some of my projects in the link below.

[My Portfolio / Case studies](#)

## UI/UX Skills

Design Thinking  
Usability Testing  
User Research  
User Interviews  
Product Strategy  
Interaction Design  
User Flows  
Rapid Prototyping  
Wireframing  
UI Design  
Ideation  
Heuristic evaluation  
Information Architecture

## Soft Skills

Mentoring  
Problem Solving  
Art Direction  
Empathy  
Communication  
Teamwork  
Self Learning

## Tools

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Google Analytics  
Clarity  
Jira

## Language Skills

English  
Persian