



Yasaman Heydarzadeh

DIGITAL PRODUCT DESIGNER

PORTFOLIO: [YASAMAN.DESIGN](https://Yasaman.Design)

Experienced product designer with over 10 years of demonstrated working history in the Tech industry. I help teams translate complex user behavior into simple solutions: analytically, conceptually, creatively, and visually.

Employment History

Product Design Team Lead, Coinhaven GmbH, Berlin

MARCH 2021 — PRESENT

Coinhaven is an all-in-one trading and exchange platform where users can easily buy or exchange crypto assets.

- Engage in building 3 new products (exchange platform, mobile app, and NFT marketplace) from the concept phase to MVP release.
- Advocate for user-centered design practices using the 5-step design thinking methodology and handoff designs to development teams.
- Collaborate closely with cross-functional teams (Product Management, Marketing, Development) and stakeholders to keep the product's design vision on track.
- Leading a multicultural team including 6 designers and providing them continuous coaching and support led to a 30% increase in productivity.
- Develop a scalable design system based on multi-tier design tokens.
- Break down product features into actionable items and help define scope.
- Monitor market and competitor trends and analyze customer feedback data through A/B testing and usability testing that led to a 25% increase in user satisfaction.

Senior Product Designer, Tejarat Shayan, Tehran

AUGUST 2020 — FEBRUARY 2021

Tejarat Shayan Trading System Company (Tejarat Bank subsidiary) provides modern financial and banking services such as SCF and EIPP for businesses and commercial enterprises in the B2B network.

- Designed 2 new products using the user-centered approach across the web and mobile platforms.
- Translate the product vision into simple, delightful, and usable user interfaces, besides creating style guides and the design system.
- Cooperated cross-functionally with marketing, sales, engineering, and data science team to improve engaging user experience by 15%.

Contact Information

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Notice Period: 1 month

Links

Portfolio:
<https://Yasaman.Design>

LinkedIn:
<In/Yasaman-Heydarzadeh>

Skills

Figma / Adobe XD / Sketch
Miro / Figjam
Hotjar / Google Analytics / Maze
Adobe Illustration / Photoshop
Jira / Confluence
Zeplin

Responsive web design
Mobile app design
User-centered design
User research
Usability testing
Design systems/design patterns
Agile methodology and scrum
Gamification

Languages

English (Professional working)
German (Conversational)
Persian (Native)

Product Growth consultant, Hamava Innovation Factory, Tehran

AUGUST 2019 — AUGUST 2020

Hamava is the first innovation hub in Tehran that provides an exclusive set of services and growth solutions to entrepreneurs, businesses, and start-ups.

- Contributed with entrepreneurs and project managers in startup studio to find or develop great ideas, define success metrics, facilitate the design process and elevate their product's user experience.
- Generated a start-up acceleration funnel based on the startup development phases. It is a road map and an execution plan from the formation stage to growth.
- Guided 5 start-ups in finding their product-solution fit, entering to acceleration program, and receiving seed money.

Product UX/UI Designer, Freelancer

JANUARY 2016 — JUNE 2021

- Joined numerous companies worldwide (USA, Canada, Malaysia, Azerbaijan, Iran, etc.) and in various fields such as finance, blockchain, digital book library, B2B and B2C delivery, health, fitness, kids' entertainment, travel, e-commerce, etc. Based on the needs of each project, I have performed 10+ design activities, from user research, information architecture, and interface design to evaluation and testing.

Software Designer and Developer, EDIS, Tehran

JANUARY 2010 — DECEMBER 2015

- Designed and developed user interfaces of educational simulators for universities and industries.

Education

Master of Computer Engineering, Islamic Azad University, Qazvin.

JANUARY 2008 — DECEMBER 2012 - GRADUATED WITH HIGH HONORS.

Bachelor of Computer Engineering, Islamic Azad University, Qazvin.

JANUARY 2002 — DECEMBER 2006 - GRADUATED WITH HIGH HONORS.

Courses

UX Management: Strategy and Tactics | Interaction Design Foundation (IxDF)

JULY 2020

Become a UX designer from scratch | Interaction Design Foundation (IxDF)

JUNE 2019

Conducting Usability Testing | Interaction Design Foundation (IxDF)

MAY 2019

Interest

I like to listen to music and get lost in my work and go with flow, concentrate, eat healthily, dress well, buy artistic and beautiful things, take risks and new challenge, traveling and new experiences, have confidence, support others, ask questions, and follow my dreams, and above all, to smile!