Yasaman Heydarzadeh

DIGITAL PRODUCT DESIGNER

PORTFOLIO: **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

Senior Product Design Specialist, BestSecret GmbH, Germany
MAY 2023 — PRESENT

Product Design Team Lead, Coinhaven GmbH, Berlin, Germany
MARCH 2021 — MAY 2023

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.
- 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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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

Yasaman Heydarzadeh – May 2023