

Yasaman Heydarzadeh

Product Design Specialist

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About Me

Experienced Product Designer with 10+ years in the tech industry. I help teams translate complex user behaviors into simple, intuitive solutions; analytically, conceptually, creatively, and visually. I am looking to empower teams, shape design culture, and deliver impactful experiences that align user needs with business outcomes.

Skills

- Product Design & UX Strategy
- Interaction & Visual Design
- Design Systems & Scalability
- User Research & Insights
- Data-Driven Design
- Cross-Functional Leadership
- Executive Communication & Stakeholder Alignment
- Mentorship & Design Leadership

Language

English (Professional working)

German (Conversational)

Work History

Senior Product Design Specialist, BestSecret (2023 - Present)

Leading strategic, end-to-end design initiatives across multiple product areas to shape the full user journey and deliver impactful, user-centered solutions aligned with business goals.

- Driving strategic, end-to-end design initiatives across multiple product areas to shape cohesive customer journeys that align user needs with business outcomes.
- Influencing product strategy and roadmaps by embedding design thinking and experimentation into cross-functional decision-making.
- Leading the design of critical user flows across web and native platforms - Registration, Navigation, Search, Cart, and Checkout - resulting in frictionless, conversion-oriented experiences.
- Partnering with the Design System team to scale design excellence and consistency across diverse product tribes and customer touchpoints.
- Championing research-led design by establishing processes for user studies, workshops, and DesignOps practices—elevating design's impact at scale.

Product Design Team Lead, Coinhaven (2021 - 2023)

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

- Founded and scaled the design team, building 3 flagship products (exchange platform, mobile app, NFT marketplace) from concept to MVP.
- Directed and coached a multicultural team of 6 designers, improving productivity by 30% and embedding a culture of design craft, autonomy, and continuous learning.
- Developed a scalable design system using multi-tier design tokens, ensuring brand and functional consistency across platforms.
- Partnered with product and engineering leadership to drive data-informed design decisions through competitor analysis, A/B testing, and usability research - achieving a 25% increase in user satisfaction.

Interest

Passionate about new experiences and meaningful connections. I enjoy supporting others, asking thoughtful questions, and sparking collaboration and growth. I value healthy living, personal style, and surrounding myself with artistic and inspiring things. I embrace challenges, take risks with confidence, and pursue my dreams with curiosity and optimism - always with a smile.

Senior Product Designer, Tejarat Shayan (2020 - 2021)

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

- Designed and launched 2 new B2B financial products, translating complex financial workflows into intuitive digital experiences.
- Established product style guides and a design system to accelerate cross-platform delivery.
- Collaborated with marketing, sales, and engineering to enhance user engagement, leading to a 15% improvement in customer satisfaction.

Product Growth Designer, Hamava Innovation Factory (2019 - 2020)

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

- Advised startups on product strategy, defining success metrics, refining product-market fit, and scaling UX maturity.
- Created a startup acceleration funnel tailored to product development phases.
- Guided 5 startups through growth and funding stages, enabling their entry into acceleration programs and securing seed investment.

Product UX/UI Designer, Freelancer (2016 - 2021)

- Delivered end-to-end product design for international clients in fintech, blockchain, e-commerce, health, fitness, edtech, and entertainment.
- Performed 10+ core design activities per project, including user research, IA, UI design, prototyping, and usability evaluation.

Software Designer and Developer (2010 - 2015)

Designed and developed User interfaces for educational software.

Education

Master of Computer Engineering, Azad University, Qazvin.
GRADUATED WITH HIGH HONORS.

Bachelor of Computer Engineering, Azad University, Qazvin.
GRADUATED WITH HIGH HONORS.