

Yasaman Heydarzadeh

Product Design Specialist

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About Me

I believe great product design is about influencing decisions, not just designing screens.

Over the last 10+ years, I've partnered with product managers, engineers, researchers, and business leaders to shape product strategy, simplify complex customer journeys, and build scalable digital experiences.

I enjoy connecting user needs with business goals, bringing teams together around a shared vision, and helping designers grow. Whether defining product direction or refining the smallest interaction details, my focus is always the same: creating experiences that deliver value for both customers and the business.

Skills

- Product Strategy & UX Leadership
- End-to-End Product Design
- User Research & Experimentation
- Design Systems & Scalable UI
- AI-Assisted Design Workflows
- Data-Informed Decision Making
- Stakeholder Management
- Cross-Functional Leadership
- Mentoring & Design Coaching

Language

Work History

Principal Product Design Specialist, BESTSECRET (2023 - Present)

Promoted from Senior Product Designer to Principal Product Designer in recognition of strong business impact, strategic ownership, and cross-functional influence.

- Leading strategic, end-to-end design initiatives across multiple product areas, shaping the end-to-end user journey and delivering impactful, user-centered solutions aligned with business and customer goals.
- Driving product strategy by translating user insights, business objectives, and data into design direction, influencing product roadmaps and cross-functional decision making.
- Leading the design of critical user journeys across web and Apps, including Registration, Navigation, Search, Cart, and Checkout, creating seamless, scalable, and measurable experiences.
- Partnering closely with Product, Engineering, Data, Research, and the Design System team to ensure consistency, scalability, and high-quality execution across multiple product tribes.
- Leveraging AI throughout the design process to accelerate research synthesis, opportunity discovery, ideation, documentation, and design workflows, enabling faster and more informed product decisions.
- Driving research-led design through user research, usability testing, co-creation workshops, and DesignOps practices to validate solutions, scale design impact, and continuously improve team effectiveness.

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

- Building 3 flagship products (Web and App exchange platform, NFT marketplace).
- Directed and coached a multicultural team of 6 designers, improving productivity by 30% and embedding a culture of design craft, autonomy, and continuous learning.
- Partnered with product and engineering leadership to drive data-driven design decisions through competitor analysis, A/B testing, and usability research.

English (Professional working)

German (Conversational)

Beyond Design

I thrive on learning. Whether I'm exploring AI, improving my German, discovering a new city, or experimenting with art, I'm happiest when I'm growing and challenging my perspective. I enjoy thoughtful conversations, new experiences, and finding inspiration in unexpected places. Curiosity, creativity, and optimism shape not only how I live, but also how I approach design.

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.