FARSHAD AMIRI Senior Product Designer

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EXPERIENCE

Product Designer

Nizek - (Kuwait) 05/2024 – Present

Nizek is an international design and technology agency delivering digital products across the GCC region.

Natureland: (App/ Website E-commerce)

•Owned Natureland's subscription experience end-to-end, from call center and RFM research to an A/B-tested flow (1,000 users) with 3.7× higher payment completion, **~96%** fewer repeat-order calls, and **118** active GCC subscribers in three months.

•Redesigned the mobile checkout from one long page into two focused steps, delivery then payment, based on pay-button event data and Microsoft Clarity session recordings. Pay-button taps rose from **19 to 36 per 100** users (+89%), and payment errors fell by **78%.** Redesigned the product card around one-tap add-to-cart and inline stock alerts, letting shoppers build their basket directly from product listings. Average SKUs per cart grew from **4 to 11 (+175%).**

Provin: (Health supplement App/ Website)

•Led the end-to-end redesign of Provin's web and mobile experiences, addressing core UX/UI issues while supporting the transition to a new technology stack and establishing a more consistent, scalable product experience.

•Designed an alternative-product experience for out-of-stock items, turning a potential purchase dead-end into a guided discovery flow and achieving a **39%** add-to-cart rate for recommended alternatives across web and mobile.

•Redesigned personalized recommendation cards with clearer product reasoning, increasing the add-to-cart rate from **10% to 67**%.

Product Designer

Itoll 08/2022 – 02/2024

Itoll is an online platform that provides integrated automotive services, focusing on vehicle-related transactions.

•Redesigned the Karpardaz subscription journey, simplifying key conversion steps and interactions and contributing to a **25.7%** increase in sales.

•Redesigned the insurance discovery journey to simplify product exploration and reduce friction in the purchase path, contributing to a **23%** increase in sales.

•Optimized the Itollshop purchase experience across key discovery and conversion touchpoints, contributing to **32.3%** monthly sales growth.

•Led the end-to-end redesign of direct debit activation across app and web, using funnel analysis, **72 user** calls, and two A/B tests (one on copy with 14,000 users, one on framing that drove 2.5× more activations) to raise the activation rate from **10% to 22%** within one quarter.

UI/UX Designer

Elanza 08/2021 – 08/2022

Elanza is an online store specializing in beauty and personal care products.

•Conducted a UX audit to identify usability and conversion barriers, translating findings into targeted UX improvements that contributed to a **31%** increase in users.

•Improved the existing website experience through UX research and analysis of user pain points and business needs, informing targeted improvements to key user journeys.

PROJECTS

•**Zarin Roya:** Product Analytics, A/B Testing, Funnel Optimization, Conversion Optimization, User Research

•**Raftari Food Group:** Restaurant management software covering sales, inventory & accounting.

•**Lighten:** CRM platform for customer data and business analysis

EDUCATION

Bachelor's Degree in Agricultural Machinery - FASA University College, Fasa

UI/UX Design 02/*2022-06/2022*
Ista Academy - Mohsen Najafi

User Experience Design *10/2021- 02/2022*
Rahnema College

SKILLS

Product Design: UX/UI Design, Interaction Design, Design Systems, Accessibility, Problem Solving
Product & Data: Product Analytics, A/B Testing, Funnel Optimization, Conversion Optimization, User Research
Collaboration: Cross-functional Collaboration, Stakeholder Communication, Negotiation, Agile Methodologies
Tools: Figma, FigJam, GA4,Cloud AI Design,lovable, Chatgpt

LANGUAGES

English (limited working proficiency), Persian (Native)