# FARNOOD FOROUDI

Product designer based in Tallinn, Estonia.

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@farnood

## Experience

**Monese — Senior Product Designer, Onboarding Journey**

Aug 2019  -  Present      Tallinn, Estonia

I'm currently improving the Onboarding user experience through an end-to-end process including research, data, interaction design, usability reviews, A/B tests, interviews, and design sprints. I constantly work with multiple stakeholders across the company and external partners to reduce regulative frictions while keeping an eye on fraud by designing optimum restraints. I've increased the success rates, reduced KYC costs, decreased drop-offs, and improved the accessibility in the onboarding by my designs.

**Alibaba Travels  —  Head of Product design, Mobile Applications**

Feb 2019 - Aug 2019      Tehran, Iran

I led the entire redesign of Alibaba's apps by obtaining a qualitative and quantitative understanding of the current UX, creating the product vision, building the prioritized road map, and the design strategy. I worked cross-functionally to add new mobile features to the app and successfully increased the mobile platform order share. I led the product design team to create a modern and usable mobile application design which later expanded to the entire Alibaba platform. I also extended the product design organization by hiring a whole chapter of designers.

**Kian Digital  —  Product Design Lead**

Feb 2018 - Feb 2019      Tehran, Iran

I led the design of three Fintech products, including a mobile banking app, an investing platform, and a mobile stock exchange trading platform. I created the design strategy, conducted user research, and designed unique user interfaces and a unified design system across the apps. My work involved working with a team of product designers, the C-suit and our external partners. I was involved with the branding and marketing campaigns of the Kian ecosystem too.

**Dunro City Guide  —  Senior Product Designer**

Sep 2015 - Feb 2018      Tehran, Iran

I increased user engagement by 200%  and successfully grew the rate of user data contributions by introducing gamification across the platform. I conducted several user interviews and usability review projects and improved the usability of the apps. I also contributed to the re-branding and marketing campaigns.

**Seeb Mobile Technologies  —  Founder and UI/UX Designer**

Oct 2013 - May 2015      Tehran, Iran

I founded one of the most successful product development teams / agencies in Iran. I designed and managed projects of more than eight award-winning apps for some of the top Iranian businesses. I Designed and developed the first Iranian AppStore payment solution. I Designed an award-winning free mobile app for monitoring Tehran's air quality.

**MAPNA Group  —  UI/UX Designer**

Oct 2012 - Sep 2014      Tehran, Iran

I Designed B2B and enterprise internal portals. I designed and developed the company's marketing website. I also initiated the project and created an internal mobile app for Human Resource Management in the company's power plants worldwide.

## Education

**Shomal University**

2005 - 2011      Mazandaran, Iran

B.S in Computer Software Engineering

## Skills

Visual Design · Interaction Design · User Research · Product Strategy · Motion Design · Information Architecture · Design Sprint · HTML · CSS · Acessibility · Usability Review

## Tools

Figma · Sketch · Adobe Illustrator · Adobe Photoshop · ProtoPie · Principle · Flinto · Origami · Zeplin · InVision · Mixpanel · MindNode

## Recognitions

**IWMF** — 6 time winner, Best design
**UX IRAN** — Best UX Design Award