

# Reza Daneshian

[therezolution99@gmail.com](mailto:therezolution99@gmail.com)

Telegram: @RezoluteDesign

WhatsApp: +989016762667

UI/UX Designer, Technology Enthusiast, Pro Decentralization

## ABOUT ME

I'm a product designer who loves solving problems that really matter. I've been working as a product designer across various fields, varying from cryptocurrency exchanges to B2B solutions.

## EXPERIENCE

### LateCheckOut, Canada — *Product Designer*

October 2021 - Present

I've worked on many projects so far in the late checkout studio. Some of them are

- OpenSea's NFT Website Building Feature for Big Brands like Warner Music Group
- SoleSavy's NFT Project (an online sneaker community which is based in the US)
- Reserve's Crypto Project which is a platform that helps Latin Americans to change their currency to stablecoin to preserve its value.
- Carbone's NFT Project (One of the most well-known restaurants in North America)

### Tranche.Finance, Dubai — *Product Designer*

June 2021 - May 2022

I redesigned their website + app. I also tried to improve the overall deposit and stake experience and reduce the crypto jargon to the minimum.

## SKILLS

User Interface Design

User Experience Design

Wireframing

Prototyping

Social Media Content Design

## Tools

Adobe XD, Sketch, Figma,  
Invision Studio, Illustrator,  
After Effects, Photoshop, and  
Protopie.

## LANGUAGES

English - Persian

## **UniCoin, London, England — *Product Designer***

August 2021 - September 2021

UniCoin is a cryptocurrency that pays dividends.

I redesigned their “under-development” wallet.

I was tasked to improve their visuals and user flows.

## **UniPlato/Legaler, Sydney, Australia — *Product Designer***

June 2021 - August 2021

I joined Legaler as a contractor and my task was mainly to work on the design system and mobile Legaler’s mobile app.

We achieved 13% more efficiency in design in each sprint after I finished fixing the design system.

## **Symmetry.fi, Tbilisi, Georgia — *Product Designer***

June 2021 - August 2021

Symmetry is a DeFi Platform based on Solana Blockchain. I had to design their decentralized wallet and a feature for their DEX as a contractor.

By testing the new DEX with new features with random users, we improved our CES and NPS by 55% (The new platform is still under development).

## **Recom.page, Vancouver, Canada — *Product Designer***

February 2021 - June 2021

Recom is the easiest and most innovative way to build a personalized web page that helps you attract attention and maximize your professional credibility. I was tasked to design their landing page, design system, and the overall look and feel of the platform.

We were able to grow our customers by 40% by using the new landing page and purchase system.

## **Product Factory, Tehran, Iran — *Social Media Designer***

March 2020 - June 2021

I've designed social media posts for this company's profile on Instagram

called @productfact\_co & @productfactory\_en. I've made several themes for the types of content we've produced.

We grew from 1k to 15k in 6 months.

### **Bittestan, Tehran, Iran — Product Designer**

January 2020 - February 2021

Bittestan is a cryptocurrency exchange in the middle east. I had a wide range of responsibilities such as redesigning their website, adding new features (such as internal wallets for fiat and crypto), improving their transaction flow, etc.

We grew by 10% more when the website launched in the first month.

### **Dexign Studio, Tehran, Iran — Product Designer**

January 2019 - February 2020

As a product designer, I was part of the UX team in various startups and businesses. My most notable work in the dexign studio was improving the UX for Daricpay.com and creating the design system with the help of other designers for Saman Insurance (The biggest Insurance Company in Iran).

## **EDUCATION**

### **Interaction Design Foundation, International — UX Design**

March 2020 - No Expiration Date

Learned how to do remote user research, and identify and satisfy users' needs.

### **Product Factory, Tehran — Product Design**

March 2019 - No Expiration Date

Top Student in the course with the most well-designed flow based on insider usability testing and heuristic evaluations. Learned about product design and soft skills that helped me interact better with managers, senior designers, etc.

## **Uxbook.org, Tehran — UX Design**

Jan 2019 - No Expiration Date

I completed my UX generalist course by the end of January 2019 and learned how to do user research, design user flows, run surveys and interviews, and understand the difference between qualitative and quantitative testing methods for research.

### **Portfolio, Articles, socials**

**LinkedIn:** <https://www.linkedin.com/in/reza-daneshian/>

**Medium:** <https://therezolute.medium.com/>

**Instagram:** <https://www.instagram.com/rezolute.design/>

**Dribbble:** <https://dribbble.com/rezolute>

**Behance:** <https://www.behance.net/rdaneshian>