Hossein Rezaei

Senior Product Designer | Experienced UX/UI Designer

EXPERIENCES

Ampada GmbH — *Senior Product Designer*

Jan 2023 - Jun 2023 • 6 mos

Cologne, Germany (Remote)

- Spearheaded the development of a **Design System** and UI Kit for HR products, significantly **reducing** product **design time by up to 50%.**
- Reimplemented the **user management application**, resulting in a remarkable **21% cost reduction** without the need for additional software.

Soshyant Financial Tech — *Senior Product Designer*

Sep 2021 - Dec 2022 • 1 yr 4 mos

Tehran, Iran (Hybrid)

- **Analyzed 1600+ user feedback** to uncover critical frictions in the user flow, fueling **enhancements** in the overall **user experience**.
- Revamped the panel of **4 funds**, propelling investments **by 60% within 6 months**.
- Amplified mobile app usage rate **by 17%** through a redesign of the **trading application.**

Farabi Brokerage — *Senior Product Designer*

Nov 2019 - Aug 2021 • 1 yr 10 mos

Tehran, Iran (In-Site)

- Utilized data from over **6 million users** to identify **key user personas**, driving more targeted design strategies.
- Built the Majixo **Design System**, seamlessly **integrating 10+ products** and elevating overall product design and user experience.
- Led a team in **creating the FarabiXon platform**, becoming the preferred asset management solution for **over 70%** of Farabi clients **within 1.5 years**.
- Redesigned Farabi's **Customer Club** (BaHam) application, **increasing active users by 1.5+ million** through a revitalized design and powerful user engagement strategies.

Hami System Sharif — *Senior UI/UX Designer*

Mar 2018 - Oct 2019 • 1 yr 8 mos

Tehran, Iran (In-Site)

- Orchestrated the design of the Huami **mobile app** for the **Iran Central Depository Company**, streamlining the online authentication process and resulting in a remarkable **23% reduction** in call center **complaints**.
- Incorporated **in-app online payment** and internet package receiving features into the **MyMCI** app, serving over **57 million users** and invigorating user engagement and convenience.

CONTACT

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SKILLS

- + UX Design
- + UI Design
- + Visual Design
- + Human-Centered Design
- + Prototyping
- + Interaction Design
- + Usability Test
- + Data Analysis and Interpretation
- + Collaboration and Communication

TOOLS

- + Figma
- + Miro
- + Adobe Illustrator
- + Adobe Photoshop
- + Adobe XD
- + Zeplin
- + Google Analytics, Microsoft Clarity
- + Hotjar, FullStory

FAMILIAR WITH

- + HTML / CSS
- + JavaScript
- + Programming Concepts

- Implemented **3 new features** for the csdiran.com **Iran Stock Exchange web application**, revolutionizing functionality and enhancing the user experience.
- Created the BeBourse stock market training application, **attracting 2,800 users within 3 months** through simulated trading on the Iranian stock market.

Almaatech — *UI/UX Designer*

Aug 2015 - Feb 2018 • 2 yrs 7 mos

Tehran, Iran (In-Site)

- Constructed **5 highly functional online shops** for diverse businesses, igniting elevated customer engagement and generating substantial revenue streams.
- Developed **6 enterprise websites** and **2 mobile apps** for prominent clients, driving their online presence and enhancing customer accessibility.
- Crafted over **20 distinctive logos** and brand identities, capturing the unique values and identity of various businesses, enabling them to stand out in saturated markets.

EDUCATION

+ **M.Sc. Computer Science**
  Sep 2012 - Jan 2015
  Shahid Bahonar University
  Kerman, Iran

+ **B.Sc. Computer Science**
  Sep 2008 - Jan 2012
  Damghan University
  Semnan, Iran