

Saeed Ghayoomieh

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WORK EXPERIENCE

Proxify – Sweden, Remote

Product Designer 2021 - Present

- Consulted for over 180 hours for startups and conducted user research, resulting in improved success rates from 60% to 80% through optimization of an old Excel-based system to a new admin panel dashboard.
- Designed over 100 interactive prototype pages, reducing development costs by up to 50%.
- Reduced development costs by up to 50% by reducing the need for redesigns and minimizing user frustration as an idea developer and user experience designer in a prop-tech startup by Microsoft.

Telewebion – Tehran, Iran

Design team lead 2020 - 2021

- Led the UX team in a 12-million-user B2C product and established a design system.
- Conceptualized over 300 sketches and UI prototype pages for mobile app, web, PWA, and TV while considering Usability Test, A/B Testing, and user feedback.
- Boosted watch time by at least 10%, retention by 10%, and user engagement by 15% by the end of 2021 through collaboration with data analysis team and understanding customer journey maps.

Dotin

UX Manager 2017 - 2020

- Progressed from a UI designer to UX Manager, leading the largest UX department in Iran with 13 direct employees and 20 UX engineers.
- Secured Iran's largest banking project through effective presentation and received company shares as a reward.
- Became an influential figure in usability and gave a speech at the Ministry of Information Technology.
- Increased user engagement of Pasargad Bank by 15% by establishing the first UX laboratory in Iran and collaborating with Tehran University on a nudge design project.

Senior UX Designer 2014 - 2017

- Redesigned 4 bank products serving 20 million users and 24 B2B and B2C products, including Internet Banking, Mobile Banking, Card Management Systems, Enterprise Resource Planning and Customer Relationship Management.

Parsis

UX Senior Designer 2013 - 2014

- Redesigned more than 250 media logos for a news website in just two days and created 15 different page color schemes for each section.
- Created over 100 websites by utilizing design techniques including wireframes, prototypes, style guides and final visual designs.

Sigma

User Interface Developer 2012 - 2013

- Developed wireframes, prototypes, style guides, user flows, final visual designs, and converted to HTML templates for over 20 sensitive government centers.

Mavara Banafsh

Graphic Designer 2009 - 2012

- Completed a 1-year curriculum of graphic design and gained experience in brand concepts and environmental advertising design.
- Directed the creative vision for over 20 successful advertising campaigns, with a focus on design excellence.

EDUCATION

- MSc. Business Administration Tehran University · 2020 - 2022
- UX Management IDF · 2018 - 2019
- Sc. Web Design Specialist Iziran - Apprenticeship

SKILLS & TECHNICAL

User Experience (UX) Design, User Interface (UI) Design, Interaction Design, Product Design, Remote Design, Responsive Web Design, Mobile Design, Wireframing and Prototyping, Figma, Sketch, Adobe Creative Suite, HTML/CSS, Usability Testing, Agile Methodology, Remote User Research, Information Architecture, Design Systems, Accessibility and Inclusivity Design, Branding and Visual Identity, Prototype Development, Project Management.

SELECTED EXPERIENCE

Shenasa

Volunteer 1 year 6 months

- Dedicated a number of 145 hours and succeeded to establish a crowdfunding Platform for Social Volunteers that allows users with every level of education to easily define the projects.
- Performed the new design of the website, which engaged a high number of users.

Fintech Fest

Volunteer 2 years

- Spearheaded coaching and mentoring for 2 years as coach of UX.
- Aided in selecting the most innovative and impactful ideas for acceleration support through astute evaluation and contribution to the decision-making process.

LANGUAGE

- Conversational in English
- Conversational in Turkish
- Native language Persian