

# Hossein Sharafi | Product Designer

Vancouver, BC  
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**Portfolio:** [macromediax.com](https://macromediax.com)

I am a data-driven product designer with 9 years of experience designing B2B, B2C, and SaaS products in the Fintech, Online Banking, News Publishing, and Industrial sectors. I have developed a robust skill set in experience design, user research, Design Strategies, digital accessibility, gamification, and usability evaluation.

## WORK EXPERIENCE

### Product Design Consultant

[Kamsol Elite Co](#) - Vancouver, Canada

08/2023 - 04/2024

- Conducted qualitative user research to extract appraisers' needs at work.
- Conducted competitor analysis to identify trends and best practices from rivals.
- Developed an appraisal system's task flows, user flows, and journey maps.

### Product Designer

[CruxOCM](#) - Vancouver, Canada

03/2022 - 07/2023

- Led qualitative UX Research and Analysis of users' data to comprehend user requirements in the oil and gas industry.
- Defined product strategy and developed journey maps based on user research.
- Designed Product's User Flows, Wireframes, and high-fidelity UI in Figma.

### Senior Product Designer

[Melli Bank \(Sadad Co\)](#)

08/2020 - 12/2021

- Managed the design process of the bank's online banking platform (Responsive UI Design).
- Managed compliance with digital accessibility for the online banking platform by incorporating the WCAG 2.1 guidelines.
- Developed a Design System to standardize the Bank's design services and achieved a 50% increase in UI design speed.

### Senior Product Designer

[Farazpardazan Co](#)

08/2019 -06/2020

- Developed user scenarios, task flows, and conceptual models for three Fintech apps.
- Conducted a heuristic analysis of the payment feature of EN Bank's mobile application.
- Assessed the product's usability and quality through remote usability testing.

### Senior Product Designer

[Tejarat Bank](#)

06/2018 -06/2019

- Adopted the Heuristic Evaluation approach to measure the level of client satisfaction.
- Redesigned the online banking platform. Enhanced customer satisfaction. Reduced support inquiries by 25%.
- Increased user engagement by 25% by establishing Gamification techniques.

### UX Designer

[Faradis Alborz Co](#)

05/2015 -07/2018

- Enhanced the usability of online banking software and designed interfaces for Melli Bank's ATM software.
- Designed Web-based user interfaces for Enterprise Banking Web applications.
- Designed and Developed web-based user interfaces for Banking kiosks (HTML, CSS, JS, JQuery).

## EDUCATION

### Master of Engineering in Software Engineering

2018

Azad University

### Bachelor of Engineering in Software Engineering

2010

Azad University

## CERTIFICATES

**User Research** - Interaction Design Foundation - Denmark

2022

**Accessibility Principles** - Interaction Design Foundation - Denmark

2020

**Service Design** - Interaction Design Foundation - Denmark

2020

**HCI (Human-Computer Interaction)** - Interaction Design Foundation - Denmark

2018

## SKILLS

Mobile UI Design, Responsive Web Design, Usability Evaluation, Accessibility Compliance, Information Architecture, User Research, SaaS Product Design, Problem-Solving, self-motivation, HTML5, CSS, and design tools (Figma, XD, Axure, Miro)