Hossein Sharafi | Product Designer

Data-driven product designer with experience in designing products for various sectors such as Fintech, Online Banking, News Publishing, and Industrial sectors, with a strong skill set in user experience design, user research, digital accessibility, gamification, heuristic analysis, and usability evaluation.

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Portfolio: macromediax.com

PROFESSIONAL SKILLS

Mobile UI/UX Design	Usability Evaluation	Accessibility Compliance	HTML5/CSS
Responsive Web Design	User Research	Information Architecture	Figma/XD

WORK EXPERIENCE

Product Designer, Kamsol Elite Inc   08/2023 - 04/2024 - Vancouver, CANADA

Kamsol Elite is a real estate appraisal company providing software tools for appraisers.

- Gathered and updated user research project information for real estate market value.
- Conducted competitor analysis to identify trends and best practices from rivals.
- Developed an appraisal system's task flows, user flow diagrams, and journey maps.

Product Designer, CruxOCM   03/2022 - 07/2023 - Vancouver, CANADA

CruxOCM is an innovative company providing automation software for the oil and gas industry.

- 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 User Flows, Wireframes, and high-fidelity UI in Figma.

Sr. Product Designer, Melli Bank (Sadad co)   08/2020 - 12/2021 - Tehran - IRAN

Melli Bank (Sadad) is an enterprise Fintech company in Iran's banking industry.

- Designed the complete user experience of Melli Bank's online banking platform (Web).
- Applied Design Sprint methodology to manage the UX team during 12 one-month sprints.
- Created a test plan for UX research. Qualitative research (Interview/Diary Study)
- Adopted Surveys, Card Sorting, and A/B Testing methods to define Information Architecture.
- Improved the web and mobile application's accessibility by incorporating the WCAG guidelines

Sr. Product Designer, Farazpardazan co   08/2019 -06/2020 - Tehran - IRAN

Farazpardazan is a software company Developing Web and mobile fintech solutions in Iran.

- Extracted product requirements by holding meetings with stakeholders and user interviews.
- Developed a product strategy according to the business's and the product's needs.
- Conducted a heuristic evaluation for the EN Bank's mobile application.
- Tracked UX Metrics and Assessed the product's quality through remote usability testing.
- Created the Android UI for three distinct finance apps.

Product Designer, Tejarat Bank   06/2018 -06/2019 - Tehran - IRAN

Tejarat Bank is a large-scale Bank in Iran providing online banking services.

- Adopted the Heuristic Evaluation approach to measure the level of client satisfaction.
- Redesigned the online banking platform—enhanced customer satisfaction.
- Increased user engagement by establishing Gamification techniques.

UI/UX Designer, Faradis Alborz co   05/2015 -07/2018 - Tehran - IRAN

FaradisAlborz is a leading tech company that provides software for banks and ATMs in Iran.

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

Web Developer, Aria Gostar Co   01/2012 -12/2014 - Tehran - IRAN

Aria Gostar is an online publishing platform similar to WordPress with blogging and website services.

- Developed a Twitter-like social network in ASP.net and MS-SQL
- Create and craft WordPress themes for clients in various sectors
- Managed the User Research and UX Design process of the blogging platform
- HTML / CSS / JavaScript / JQuery / Bootstrap

EDUCATION

Master of Engineering   in **Software Engineering**   2018 - Azad University - IRAN
Bachelor of Engineering in **Software Engineering**   2010 - Azad University - IRAN

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
SEO - HTML - CSS - Linkedin Learning   2020