Azin Rostami

Senior Product Designer | UX Researcher

PROFESSIONAL SUMMARY

Senior Product Designer with **8+ years of experience** designing large-scale digital products used by **12M+ users**. Specialized in data-driven UX strategy, design systems, and cross-functional collaboration across **crypto, cloud, and SaaS products**. Known for translating complex user and business problems into measurable product improvements — from reducing critical support issues to building scalable design systems from the ground up.

CONTACT

Azin_Rostami

Link To My Project

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WORK EXPERIENCE

Nobitex | Senior Product Designer

Full Time | June 2023 - January 2026

- Contributed to building and scaling a unified **Design System foundation** for a platform serving 1**2M+ users**, improving cross-team consistency, scalability, and delivery speed
- Redesigned critical onboarding and growth flows — **including user registration, KYC/identity verification, account security**, and user onboarding — in collaboration with the Growth team to improve conversion and reduce early drop-off
- Reviewed **support ticket data** to identify high-frequency pain points; redesigned problematic features to reduce support load, dropping the top issue from #1 to #6 in support volume
- Conducted **usability testing** pre-launch to validate solutions, and analyzed quantitative and qualitative data post-launch to drive continuous optimization
- Collaborated with **Growth, Marketing**, and **SEO teams** to improve feature adoption and retention; worked closely with Engineering, Data, and Security to optimize feasibility and reduce development costs
- Maintained competitive and **market analysis to apply familiar UX patterns**; delivered structured design change-logs to streamline developer handoff and reduce review cycles

Arvan Cloud | Chapter Lead & Product Designer

Full-Time | September 2021 – July 2023

- Led the shift to data-driven design by establishing a UX research process based on **Atomic UX Research** — covering data collection, analysis, design, and testing to align decisions with real user behavior
- Defined **user personas and segmentation per product** in collaboration with Product Managers, **improving alignment** between cloud products and real user needs
- Established and scaled product documentation practices across Arvan's product teams to improve transparency and cross-team alignment
- Led a 3-person team to build and scale a unified **Marketing Design System**, covering the needs of 4 distinct marketing products
- Developed reusable page **templates** to enable faster and more consistent delivery of internal website pages across teams
- Designed detailed user flows, information architecture, and site maps to improve website navigation and accessibility; applied accessibility standards throughout visual design
- Conducted ongoing **competitive analysis** of top cloud platforms to identify opportunities, apply familiar UX patterns, and reduce user learning curves
- Partnered with **Growth, Marketing, and SEO teams** to improve feature adoption, engagement, and retention across key user journeys

Key Products:

- Arvancloud Website
- CDN Libraries
- Radar. Arvancloud.ir
- Doc.Arvancloud.ir
- Help.ArvanCloud
- Looking Glass

Arvan Academy | Product Designer

Part Time | August 2023 - December 2023

- Solely designed end-to-end UX/UI for the **Arvan Academy platform** — including the **marketing website** and **video-based learning service** for cloud technology courses and certifications
- Built a **custom UI kit** used across the **website and educational platform**, ensuring design consistency and accelerating development
- Collaborated with the branding team to align the platform's visual identity with Arvan's corporate style and mission

Mediana | Product Designer

Part Time | May 2024 - August 2024

- Redesigned the Mediana platform website by deeply understanding the product ecosystem and aligning UX decisions with business and user needs.
- Translated product insights into structured wireframes and interactive prototypes to improve clarity, navigation, and overall UX.
- Refined UI and visual identity to deliver a cohesive, modern, and brand-aligned experience that improved engagement and usability.

Entekhab Group | UI & UX Designer

Full Time | October 2019 - October 2021

- Designed internal admin tools including user flows, wireframes, and UI to improve usability and operational efficiency
- Contributed to UI/UX design for a cross-platform video conferencing system (live classes and meetings) across mobile, web, and admin panels
- Assisted in building the company's base Design System for consistent and scalable UI components

Key Products:

- Tanin Vahy
- Railive
- Rai Q

Cyris Softwares | UI Designer

Full Time | May 2018 - April 2019

- Designed UI/UX For A Large-Scale Real Estate ERP/CRM/MLS Platform Covering Admin Systems, Agency Tools, And Web/Mobile Apps
- Contributed To The Platform's Base Design System To Ensure Consistency And Scalability Across Products

EDUCATION & CERTIFICATIONS

Art University of Isfahan

2014 - 2018, Iran-esfahan

Bachelor of Arts (BA) in Graphic Design

Foundations of User Experience (UX) Design

2022 – 2023

Google (Coursera)

UX Research Bootcamp — Problem Solving Tools

2025 May 12 – 2025 August 23

Advanced UX Research Methods And Problem Framing

Skills & Software

Core Competencies

- Product Discovery & Problem Framing
- Data-Informed Design Decision Making
- User Research Planning & Usability Testing
- Design Systems Architecture & Scalability
- User Behavior Analysis & Insight Synthesis
- Competitive & Market Analysis
- Accessibility-Focused Design
- Design Documentation & Developer Hand Off

Tools

- Figma
- Google Analytics (GA4)
- Clarity.Microsoft & Hotjar
- Posthog
- Notion
- Web Engage