Senior Product Designer

Ahmadreza Shahmohammadi

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PROFILE

Senior Product Designer with **5 years of experience** across **travel, fintech, trading, and AI.** I combine **product discovery, user research**, and behavioral analytics to simplify complex workflows and **own the design process end to end** from product definition to engineering handoff.

Ghasedak24 . Senior Product Designer

FEB 2025 - PRESENT | TEHRAN

Online travel platform · Flights, trains, buses, hotels, and travel services

Sole design owner across the platform, partnering directly with the CEO and product and engineering leads across B2C booking journeys and B2B agency operations.

- **Rebuilt the B2B agency product end to end**, covering search, booking, cancellation, ticket issuance, and operational workflows while simplifying complex agent tasks.
- **Built and continue to govern a cross-service design system** across three product lines, including tokens, reusable patterns, and documentation to improve consistency and streamline engineering handoff.
- **Established a continuous discovery loop** using funnel and cohort analysis, session replay, and usability testing to identify friction and validate solutions before development.
- **Delivered measurable improvements across key journeys:** increased flight-recommendation sales by 10% with 20% buyer adoption; reduced hotel checkout time by 30% while increasing conversion by 7%; and reduced bus-form completion time by 15%, increasing purchases by approximately 10%.

Dextrading . Product Designer

JUN 2024 - FEB 2025 | DUBAI (REMOTE)

Crypto derivatives exchange.

- **Owned growth-feature design end to end**, from competitive research and concept development to detailed specifications, engineering handoff, and post-launch measurement.
- Took Copy Trading from concept to launch, designing trader discovery, risk disclosure, allocation, and monitoring flows; increased registrations and active users **by 15%**.
- Designed the **Trading Bots & Strategies Hub**, reaching **approximately 20%** adoption among active users, and a Most-Traded discovery experience that reduced time to decision by **approximately 10%.**

TenSurf . Product Designer

APR 2023 - JUN 2024 | USA (REMOTE)

AI-assisted market analysis for futures traders

- Designed the **core market-analysis experience** with a US-based team, translating complex trading signals into actionable interfaces; the widget suite contributed to a **30% increase in user acquisition.**
- Designed an **AI chat experience** around threads, predefined prompts, and trading-specific workflows, reducing task completion time **by 15%.**
- Redesigned the **marketing website** to clarify product positioning and value, increasing sign-ups **by 20%.**

BITFA . UI UX Designer

DEC 2021 - APR 2023 | TEHRAN

Crypto exchange and education platform.

- Redesigned the **Academy learning experience** and created Telegram bot flows that guided users toward personalized learning paths, contributing to **20% user growth.**
- Redesigned the **landing page experience** to improve clarity and usability, contributing to a **25% increase in retention** over the following two months.

EXPERTISE

Product Strategy

Product discovery · JTBD · Competitive research · Journey mapping · Product definition

Product Design

Information architecture · Interaction design · Complex workflows · Prototyping · Accessibility

Systems & Delivery

Design systems · Design tokens · Component libraries · Product specifications · Engineering handoff

Data & Experimentation

KPI definition · Funnel & cohort analysis · Session replay · Usability testing · A/B testing

Industry Experience

Travel & OTA · B2B platforms · Fintech & trading · AI products

AI-assisted Workflow

Research synthesis · Concept exploration · Edge-case analysis · Rapid prototyping

Tools

Figma | ProtoPie | Microsoft Clarity | Google Analytics | Amplitude | Jira | HTML/CSS | Tailwind

SELECTED WORK

Safar-Yar — AI trip planner beyond booking

Identified a gap in Iranian OTA experiences: travel support ends after checkout. Designed and built an AI trip planner that turns destination, dates, budget, and travel intent into personalized transport, accommodation, and itinerary recommendations. Led market framing, product design, prototyping, and delivery.

Read the case study →

Context-aware navigation for international travelers — Google Maps concept

Designed a contextual navigation concept to reduce wrong turns and language barriers through timely guidance and multilingual alerts. Led research, opportunity framing, prototyping, and validation.

Read the case study →

WORKING STYLE

Cross-functional leadership · Stakeholder alignment · Design critique and mentoring · Workshop facilitation · Evidence-led decision-making

Languages: Persian (native) · English (professional working proficiency)