

Fateme Rahrovan

Senior Product Designer | Strategy-Driven Thinker | Solution Simplifier

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EXPERIENCE

Senior Product Designer

Dtek.ai 05/2023 - 12/2024 Dubai, United Arab Emirates
Dtek.ai is a retail-tech SaaS startup tackling store inefficiencies using machine learning, computer vision, and AI. Raised \$20 million in a Pre-Series A round from investors like Wamda, Beco Capital, and Plug and Play.

- Created intuitive flow for in-store kiosks, enhancing user interactions and providing **innovative design solutions** for **algorithm limitations**.
- Led the design and implementation of a **high-impact admin panel** that unified store-level operations and AI model insights into a **central platform**, supporting both internal **system integrations** and external **performance visibility**.
- Conducted comprehensive focus groups, field studies, surveys, usability, and A/B testing, gathering actionable insights.

Product Designer

Domil (Avakatan Holding) 09/2019 - 08/2022 Tehran, Iran
Domil creates digital platforms merging online shopping, store operations, and customer strategies, offering retail chains scalable, seamless experiences.

- Performed **discovery research**, including observations, ethnography, contextual inquiry, and interviews, to define persona profiles, **MVP features**, and core value, resulting in **~78% increase in user engagement**.
- Increased **customer retention rate** by **~41%** by designing and implementing a **loyalty-driven** mobile app for Domil, integrated into the brand's business infrastructure.
- Designed a **self-checkout system**, enabling in-store online purchasing and connecting inventory with the master warehouse of the retail chain.
- Introduced a **new filtering component** in the app that became a UX pattern adopted by retail platforms nationwide.

UI/UX Designer (Part-Time)

Co-Life Health Care Solutions 12/2018 - 05/2019 Tehran, Iran
The **leading lab management system in Iran**, with over 500 employees.

- Redesigned the primary persona's laboratory admission flow, resulting in a **~35% improvement in task success rate**.
- Designed a modern admin panel for lab administrators, which **increased daily patient admissions by ~10%**.

CONTRACT PROJECTS

Prop.com (App Design)

06/2024 - 12/2024 Dubai, United Arab Emirates
Prop.com is a fractional real estate investment platform powered by blockchain.

- Designed the onboarding and investment experience for the Prop.com mobile app, **simplifying a complex, compliance-heavy** Web3 flow into a **user-friendly journey**.
- Balanced blockchain constraints, KYC/AML regulations, and user trust signals to streamline conversions.

MAGNITT (Career Page)

04/2023 - 06/2023 Dubai, United Arab Emirates
MAGNITT is a MENA-based startup and investor platform.

- Redesigned the career page, focusing on **responsive UI** and **clarity of information architecture**.
- Ensured **seamless branding and accessibility** across all breakpoints and devices.

Charismatic DL (Website)

01/2024 - 04/2024 Dubai, United Arab Emirates
Charismatic DL is a dental laboratory offering custom restorative dental solutions for clinics across the region.

- Crafted a clean, **professional website** using **Figma**, focused on building **visual trust** and service clarity through thoughtful **site map** planning.

VOLUNTEERING

💎 Free UX Design Course

Organized free UX course alongside two other designers. Spanning 40 hours with 20 participants divided into five teams. As a mentor, I guided them in creating their first real-world design projects, helping launch their careers as junior designers in various companies.

SUMMARY

Strategy-Driven Product Designer with over 6 years of experience in SaaS, retail, proptech, and Health Care. I specialize in **simplifying complex systems** through **research-driven design**, scalable design systems, and strong cross-functional collaboration. My work consistently drives product adoption, improves UX clarity, and delivers **measurable business results**.

KEY ACHIEVEMENTS

💎 **92% increase in app downloads | JW PWA (Domil)**
Built a gamified loyalty system with **point logic** and **custom rewards** that significantly **boosted user acquisition**.

💎 **67% boost in in-store purchases | STS (Domil)**
Designed a self-checkout system with custom UX flows that led to rollout in **64+ stores**, enabling faster transactions and **reducing basket drop-off rate**.

💎 **ADNOC Rollout | SWIFT (Dtek.ai)**
Streamlined **checkout flow** using real-time **CV detection**. Successfully implemented in **ADNOC HQ** and **ADNOC Reem Island**.

💎 **22% improvement in operational accuracy | Admin Panel (Dtek.ai)**
Centralized **AI performance, store operations**, and internal tools into **one system**.

SKILLS

UX Research & Insights	
End-to-End Design Ownership	Design Systems
Design Documentation	AI Rapid Prototyping
Stakeholder Management	Gamification
Solving Wicked Problems	Problem Reframing
Accessibility Guidelines (WCAG)	

CERTIFICATION

Foundations of User Experience (UX) Design
[Google](#)

The Language of Design: Form and Meaning
[CalArts](#)

Google Analytics for Beginners
[Google](#)

Product Strategy to Grow your Business
[Asean Online Education AOE](#)

HubSpot Reporting
[HubSpot Academy](#)

Product Design Certificate
[Amanj Academy](#)