Amirreza Bagheri

Senior Product Designer **Tehran**

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About Me

I'm AmirReza Bagheri, a product designer with **over 6 years** of experience in **crypto, travel & tourism, AI assistants, and e-commerce** platforms. My **degree is in (MBA)**, which helps me align design with business goals. With a technical background in **frontend development,** I specialize in **user-centered design** and building **design systems** for consistency and scalability.

Toolbox — Senior Product Designer

Nov 2025 - Present · **Tehran**

- Improved accessibility of tools and interfaces → ensured compliance with accessibility standards and enhanced usability for all user types.
- Redesigned the AI feature → drove a 35% increase in adoption and engagement.
- Increased new user growth rate through improved AI feature onboarding and discoverability.
- Rebuilt the internal product design workflow → reduced design-to-handoff cycle time significantly.

zerocero — Senior Product Designer

Aug 2025 . Oct 2025 - 3 mos · **Australia**

- Designed and simplified data entry flows → reduced data completion time by 80% (from 4 hours to 45 minutes) and improved internal user efficiency.
- Structured and categorized data management → led to a significant reduction in data errors and improved ESG reporting quality.
- Simplified complex processes → reduced new hire onboarding time from 3 weeks to 1 week.
- Built and implemented a dedicated design system → increased technical development speed by 20% and enabled management of multiple panels.

kishports (Goverment Ports) — Product Designer

May 2025 . Aug 2025 - 4 mos · **Tehran**

- Designed and optimized the warehouse module → reduced goods delivery & receipt time from 2 hours to 15 minutes.
- Improved UX for low-literacy users → correct flow completion increased from 50% on first use to 90% after 2–3 interactions.
- Simplified and streamlined back-office flows → achieved a 40% increase in organizational productivity.
- Enhanced data management and minimized human errors in customs processes.
- Strengthened data security and compliance with governmental standards.
- Reduced customer flow duration → shortened a 3-day delivery/receipt process to 1 day, eliminating lengthy and time-consuming steps.

Arzdigital — Senior Product Designer

July 2023 . May 2025 - 1 yr 10 mos · **Tehran**

- Redesigned watchlist and portfolio, which initially increased watchlist usage by 45% and portfolio usage by 20%; later, developed a Telegram mini app integrated with both features, further boosting usage to 70% (watchlist) and 30% (portfolio).
- Redesigned the landing page, increasing user retention by 25% within 2 months.
- Improved the onboarding flow, boosting sign-ups by 40% compared to the previous version.
- Simplified search and filtering, resulting in a 30% faster task completion rate for finding coins.
- Designed a Chrome extension (crypto assistant) for desktop users, which boosted retained active users and attracted a steady flow of new loyal users.

Ghasedak24 — Product Designer

July 2021 . July 2023 - 2 yrs · **Tehran**

- Improved overall user experience across services, contributing to a 16.5% revenue increase in H2 1401.
- Simplified the login and checkout process, resulting in a 45% increase in conversions across seven services.
- Enhanced the ticket search experience through UI/UX adjustments and layout optimizations, leading to a 35% increase in successful searches and extending average session duration by 4:30 minutes.

Adambarfi — UI / UX Designer

May 2020 . Jul 2021 - 1 yr 3 mos · **Tehran**

- Collaborated on multiple digital branding and product design projects, contributing to the studio's creative direction and design execution.
- Led UX and UI design for custom portfolio and landing pages, optimizing structure, responsiveness, and user engagement.
- Developed visually distinct interfaces aligned with each client's brand identity, ensuring design consistency across web and mobile.
- Implemented interactive prototypes and visual systems to support client presentations and front-end development handoff.

Product Strategy

Discovery · JTBD · User interviews · Usability testing · Competitive research · Journey mapping

Product Design

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

Systems & Deliver y

Design systems · Tokens · Component APIs · HTML/CSS · Tailwind · Engineering handoff

Data & E xperimentation

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

Domain

OTA booking & checkout · B2B agent tooling · Trading & crypto inter faces

AI-assisted delivery

I take product ideas from early framing to working
implementation — using AI tools to accelerate research synt hesis, product specs, edge cases and build-ready outputs.

Tools

Figma · ProtoPie · Sketch · Microsoft Clarity · Google Analytics · Amplitude · Jira · Tailwind

Contextual navigation for travellers - Google Maps concept

Cutting wrong turns and language friction abroad through contextual guidance and multilingual alerts: research, opportunity framing, prototype and validation.

Read the case study →