Kiarash Farazi

CV

Senior Product Designer, UX / UI Specialist and Mentor to Future Innovator

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PROFESSIONAL SUMMARY

Senior Product Designer with 10 years of experience across banking, payments, healthcare and complex enterprise products, including mobile banking, internet banking and business platforms. Connects user research, interaction design and design systems to turn complex workflows into clear, usable experiences, working closely with product and engineering teams.

PROFESSIONAL EXPERIENCE

Senior Product Designer / UX/UI Specialist

Dotin | Jul 2022 - Present

- Lead design work from problem discovery and user research through interaction design, prototyping, evaluation and implementation review.
- Translate user needs, business goals and technical constraints into information architecture, user flows and high-fidelity interfaces.
- Create and evolve design systems, UI kits and shared patterns to support consistency across products and development.
- Evaluate designs through usability testing, user feedback and iteration; document decisions and collaborate with product and engineering teams.
- Mentor designers through design reviews and knowledge sharing; use AI-assisted design as part of the design process.

Product Designer / UX/UI Designer

Dotin | Nov 2016 - Jul 2022

- Designed user flows, wireframes, prototypes and UI solutions in collaboration with cross-functional teams.
- Maintained design-system assets and reusable patterns, and worked with developers to preserve visual and interaction consistency.

IT Specialist

Panberes | May 2016 - Nov 2016

- Maintained and troubleshot systems and networks; provided user support and training, and supported security and data protection.

CORE SKILLS

Research: User and stakeholder interviews, contextual inquiry, competitive analysis, user behavior analysis, journey mapping and personas.

Design: Information architecture, interaction design, user flows, wireframing, high-fidelity prototyping, visual design, responsive design and design systems.

Evaluation and delivery: Usability testing, A/B testing, preference testing, accessibility, design documentation, developer collaboration and AI-assisted design.

SELECTED PROJECTS

Mobile Banking | Android and iOS

Designed mobile banking experiences for four banks: Pasargad, Tourism, Tose'e Ta'avon and Resalat. Work covered user research, scenarios, user flows, interactive prototypes and usability evaluation for everyday transactions and account management.

Internet Banking | Web Applications

Designed web banking services for five banks, covering user research, information architecture, card sorting, user flows and high-fidelity prototypes. Collaborated with developers on implementation and maintained shared UI patterns and design-system assets.

Banking Workstation | Branch Services

Designed an integrated workspace for bank employees to access branch services. Used contextual inquiry, observation and interviews to shape information architecture and workflows, including AI-assistant scenarios.

POD Business Management Panel | Enterprise Web

Redesigned a business management platform through user and stakeholder interviews, information architecture, user flows and high-fidelity prototyping, supported by a style guide and design system.

EDUCATION

Bachelor of Computer Software Engineering

Sadra Institute of Higher Education | Sep 2013

COURSES AND CERTIFICATIONS

Interaction Design Foundation

AI for Designers | Dec 2024

Mobile UX Strategy: How to Build Successful Products | Jun 2024

UI Design Patterns for Successful Software | Jun 2024

Visual Design: The Ultimate Guide | Feb 2024

Human-Computer Interaction (HCI) | Dec 2020

User Experience | Jul 2019

Design Thinking | Jul 2018

SOFT SKILLS

Communication, cross-functional collaboration, problem solving, adaptability, creativity, mentorship and knowledge sharing.

TOOLS AND TECHNOLOGIES

Figma, Miro, Jira, Notion, Zeplin, Sketch, Adobe XD, Adobe Illustrator, Photoshop and After Effects. HTML, CSS and JavaScript and AI-Assisted Design

LANGUAGES

Persian: Native | English: Fluent