



PARSA HOSSEINZADEH

Product designer

Email: parsaahosseinzadeh@gmail.com

Linkedin: linkedin.com/in/parsahz

Dribbble: dribbble.com/paarzza

Phone: +98 935 302 1467

About Me

I am a seasoned User Experience Designer based in Iran, boasting over 7 years of extensive experience within the tech industry. My professional journey has encompassed leadership and senior roles, guiding creative teams to deliver exceptional online products across diverse sectors, including tourism, fintech, e-commerce, automotive, and charity.

Proficient in agile methodologies, I've seamlessly navigated through collaborative environments and multi-disciplinary teams, working with enterprises, startups, and design studios. In addition, I have successfully managed freelance projects, demonstrating adaptability and autonomy in my approach.

My design philosophy is rooted in iterative and human-centered principles, with a commitment to delivering simple yet sophisticated user experiences. I firmly believe that great design transcends industry boundaries, and I am passionate about applying my skills to contribute innovative solutions to varied challenges.

Selected Fulltime Experience



Principal product designer

2023 - Present

Conversion

Contributed to the agency's growth and success by designing its brand identity, responsive website and various client-facing services from the ground up. My role extended to working on diverse client projects, focusing on app and website design to enhance user experience and drive measurable results.

- Delivered app and website designs tailored to client needs across industries, including beauty clinics, online shops, language institutes, and migration agencies and more.
- Focused on increasing conversion rates through strategic campaigns, landing pages, and optimized digital experiences.
- Focused on data-driven solutions to boost user acquisition and sales performance.
- Collaborated with cross-functional teams to align design goals with marketing and business objectives.
- Achieved measurable results, with client sales and user acquisition growth ranging from 30% to 200%.



Design lead

2022 - 2024

Mahak Charity & Hospital

Led a design team and oversaw all design-related processes and projects within one of Iran's top NGOs focused on children's cancer treatments.

- Redefined company-wide processes, including New Product Development (NPD).
- Trained teams in agile methodologies for enhanced collaboration.
- Developed a new design language for consistency across platforms.
- Enhanced the CRM system and patient digital journey.
- Created a superapp with gamified elements and an affiliation business model.
- Improved website design, resulting in over 30% increase in activation rates.
- Revamped the children's portal for better parent access to documents and treatment updates.



Product designer

2022 - 2023

Kanoon Iran Novin

Served as a Senior Product Designer at one of Iran's largest advertising agencies.

- Designed new products aimed at expanding the company's services into the tourism sector.
- Designed "Nakhoda", a mobile-first travel companion app leveraging AI to assist tourists in planning trips, gaining knowledge about destinations, purchasing tickets, booking accommodations, and accessing reviews for various activities.
- Designed to be exceptionally user-friendly and serve as an all-in-one tool for travelers across the world, with a focus on ease of use and comprehensive functionality.
- Utilized AI for the trip planner feature and implemented a business model centered around affiliation, sponsorship, and advertising.
- Implemented a dedicated design system utilizing atomic design principles to ensure consistency and scalability across the project.
- Led the complete design process of Nakhoda, from conceptualization to implementation, though the product is yet to be officially launched.

Selected
Freelance
Experience

	Product designer Jahan Khodro Product Designer at Jahan Khodro, a leading car import, parts merchant, and scrapping company in Iran. - Designed products and services aligning with the company's vision for on-demand car services and B2C/B2B/C2C models in Iran's market. - Created "Dorhato," an all-in-one solution for on-demand car services, facilitating car buying/selling, providing car knowledge and news, offering expert diagnostics and pricing services, and enabling fast car auctions for local dealers. - Designed "Dorhato Auctions" to expedite the sale of listed cars to local dealers. - Designed "Dorhato Bazaar" for booking physical parking and service spaces at auction events for users and dealers. - Designed "Dorhato Car Scrapping" to streamline the process of legally applying cars for scrapping.	2020 - 2023
	Product specialist Alibaba Product specialist in Iran's online tourism & travel services leader with over 4 Million users. - Developed and wire-framed accommodation transactions, focusing on enhancing user experience and efficiency. - Designed the user journey for the order/purchase process, ensuring smooth navigation and clear steps. - Facilitated communication between development and marketing departments, bridging the gap and aiding collaboration. - Assisted in various projects, including content refinement and UX writing, to improve product design and enhance conversion rates.	2018 - 2019
	Product designer Moghim soft Designing a new B2C, customizable product for tourism agencies, enabling seamless tour, ticket, and hotel reservation services through Moghim's own meta search engine.	2024 - 2025
	Product designer Iranmehr Redesigning the website and app for one of Iran's largest language institutes to modernize the platform and optimize the student experience.	2024 - 2025
	Product designer Exploria Led the design team of A UAE-based, TripAdvisor partner app, offering AI-powered trip planning tools and an all-in-one solution for booking flights, events, tours, hotels, and private tour leaders.	2022 - 2023
	Product designer Iranecar A super app for automotive services, offering insurance, car parts, pricing, sales, and more. Led the design team to create a seamless and user-friendly experience.	2021 - 2022
	Product designer Saipa Redesigned the online sales portal capable of handling up to 10 million concurrent users, prioritizing scalability, security, and user-friendliness for One of the largest car manufacturers in MEA region.	2021 - 2022
	Principal product designer iPlanner A trip builder app similar to Google Travel, designed to help travelers plan trips with destination insights, weather forecasts, and recommendations. As a principal member, I contributed to the design and development from the ground up.	2020 - 2023

Education



Master of Business Administration - Entrepreneurship studies
University of Tehran

2022 - 2024



Bachelor of Engineering - Biomedical Engineering
Islamic Azad University

2017 - 2021

Skillset

Design process

- Proficient in Human-centered Design, Design Thinking and derived innovation processes
- Comfortable with Agile & Iterative product development methodologies
- Experienced in Brand Strategy, Brand Identity & Design Systems

User research

- Experienced in Qualitative User Research methods such as interview & field study methods, cognitive analysis, behavioral analysis, usability tests, etc.
- Experienced in Quantitative User Research methods such as surveys, A/B testing, card sorting, etc.

Prototyping & Visual design

- Proficient with Figma, Adobe xd and Sketch
- Proficient with Adobe suite such as Illustrator, Photoshop, Premiere.
- Good knowledge of HTML & CSS

Mindset

Detail-Oriented

Highly meticulous, ensuring every aspect of design is thoughtfully considered and executed to the highest standards.

Results-Driven

Focused on achieving measurable results, whether in terms of sales, user acquisition, or conversion rate optimization.

Adaptable

Comfortable navigating changing project requirements and tight deadlines, always focused on delivering quality results.

Languages

English

Professional working proficiency

Azeri

Native & bilingual proficiency

Farsi

Native & bilingual proficiency

Turkish

Limited working proficiency

Case study

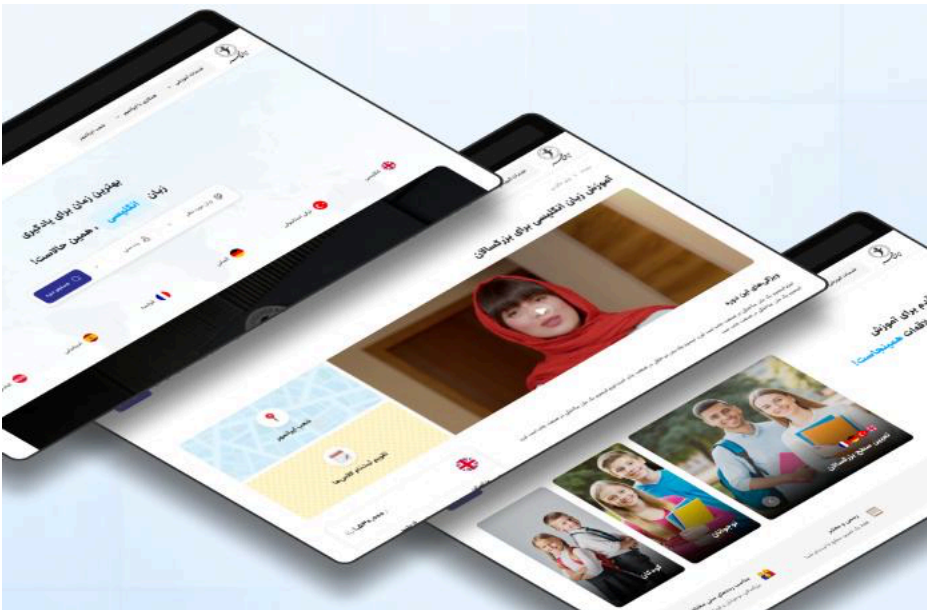


Designing an AI-Powered Travel Companion
Nakhoda APP - Case study

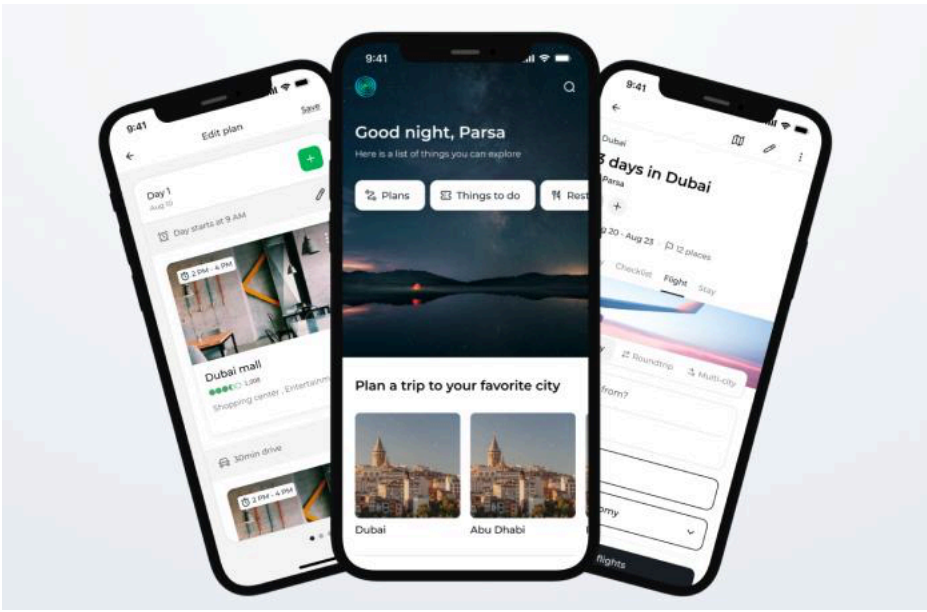


Read more on my dribbble >

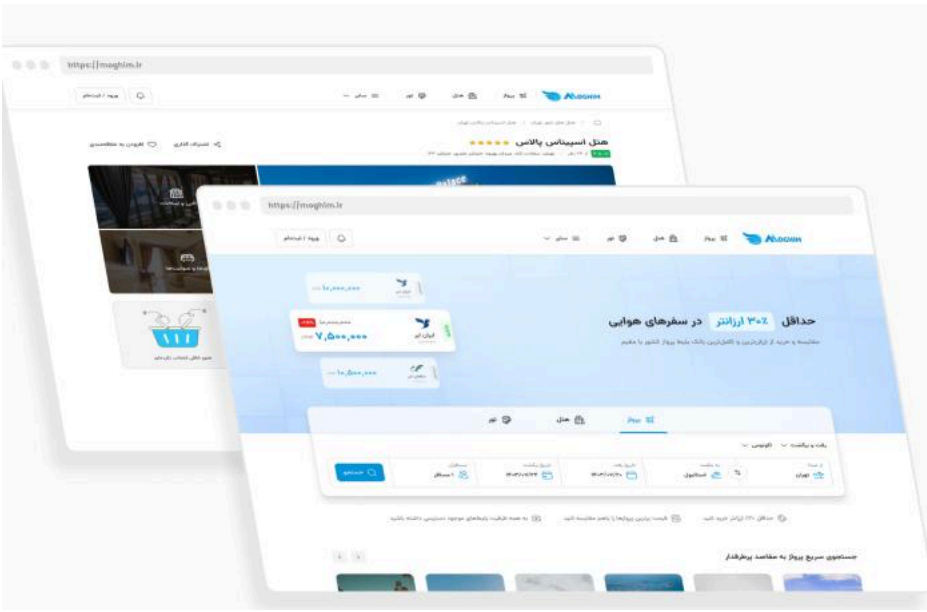
Selected
Product UI
Overviews



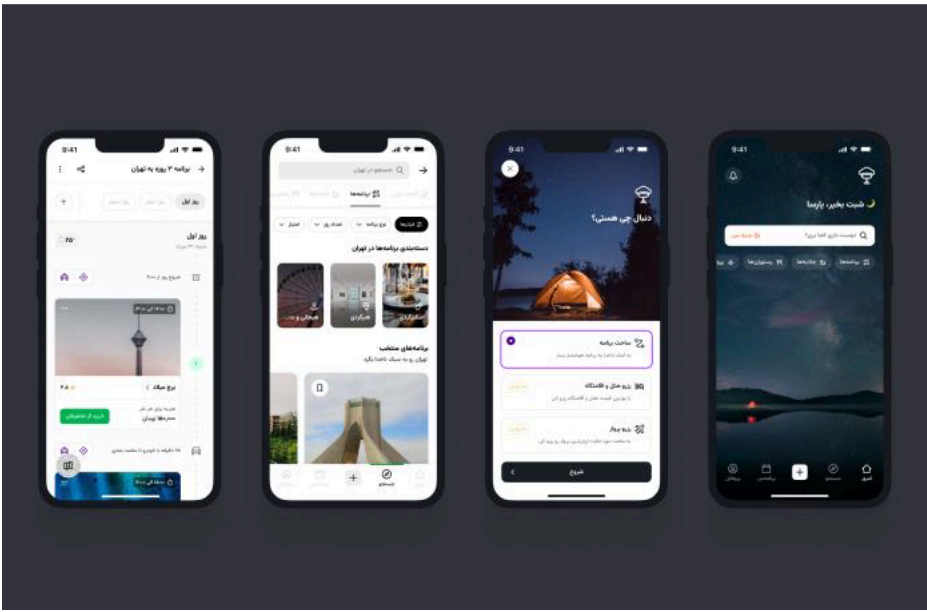
 **Iranmehr**
language institute



 **Exploria**
AI trip planner



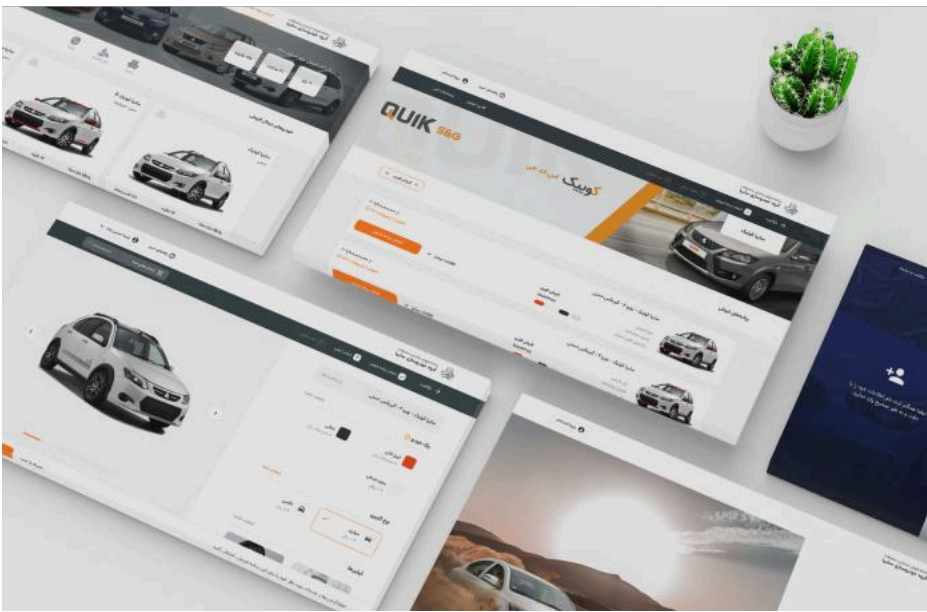
 **Moghim**
tourism metasearch



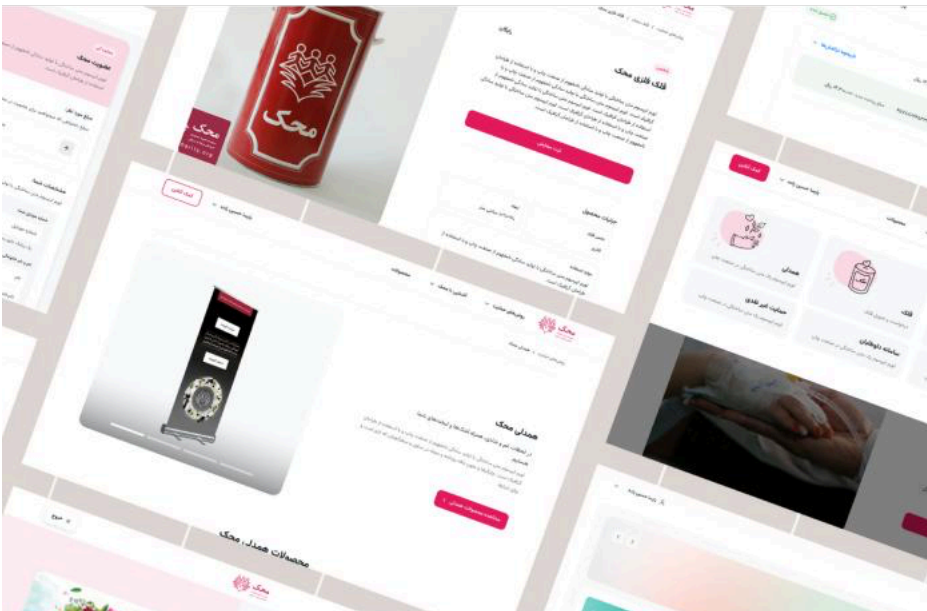
 **Nakhoda**
travel companion



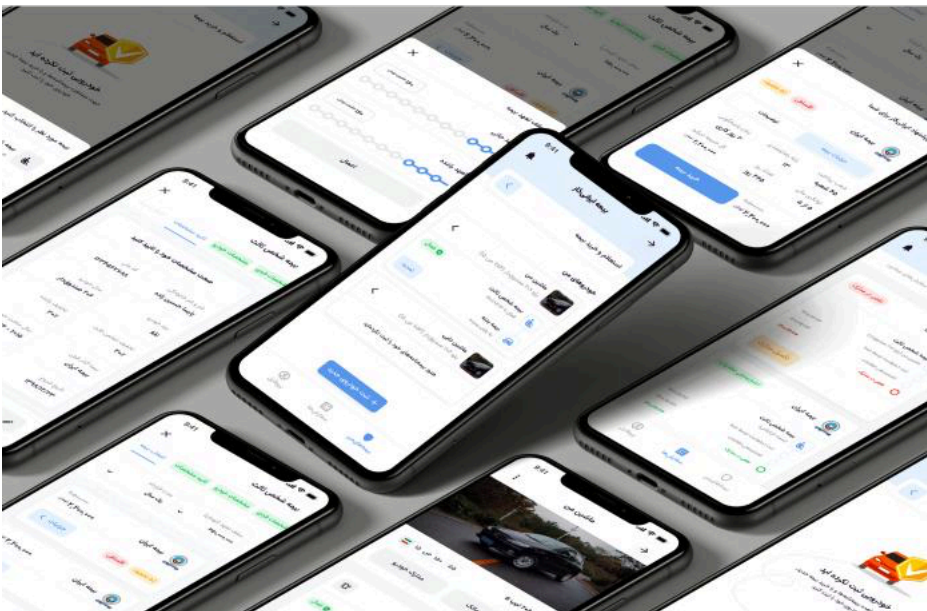
 **Mahak Plus**
charity



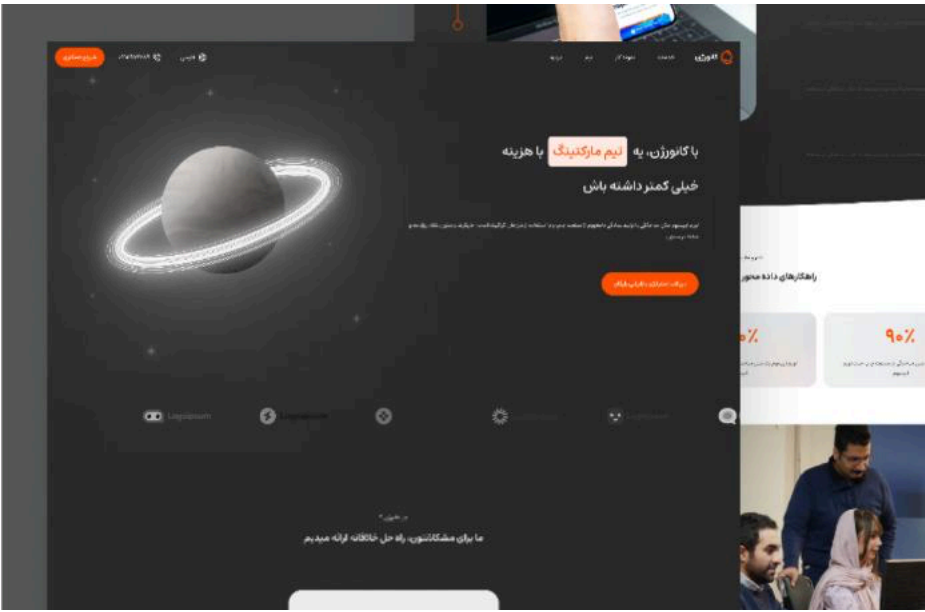
 **Saipa**
automaker



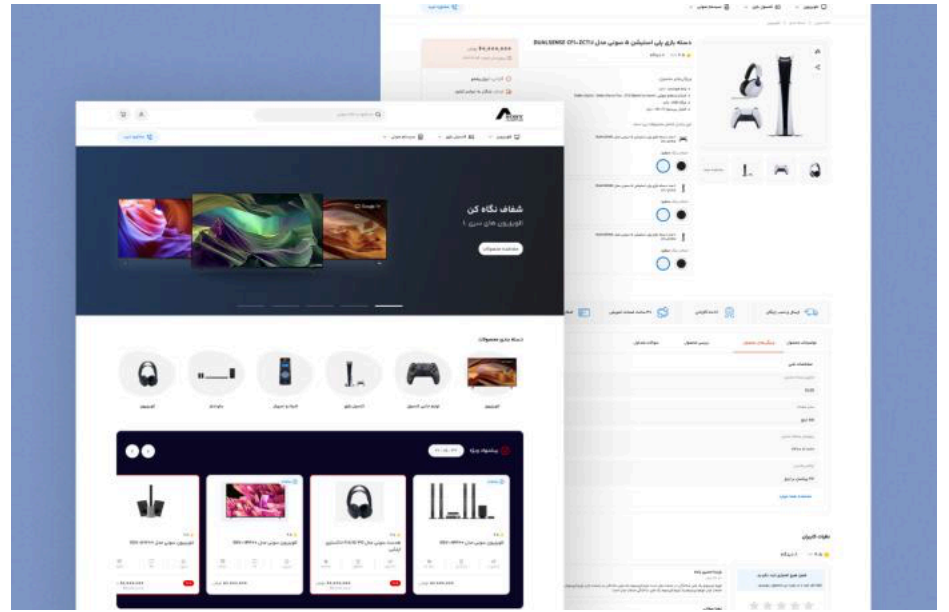
 **Mahak**
charity & hospital



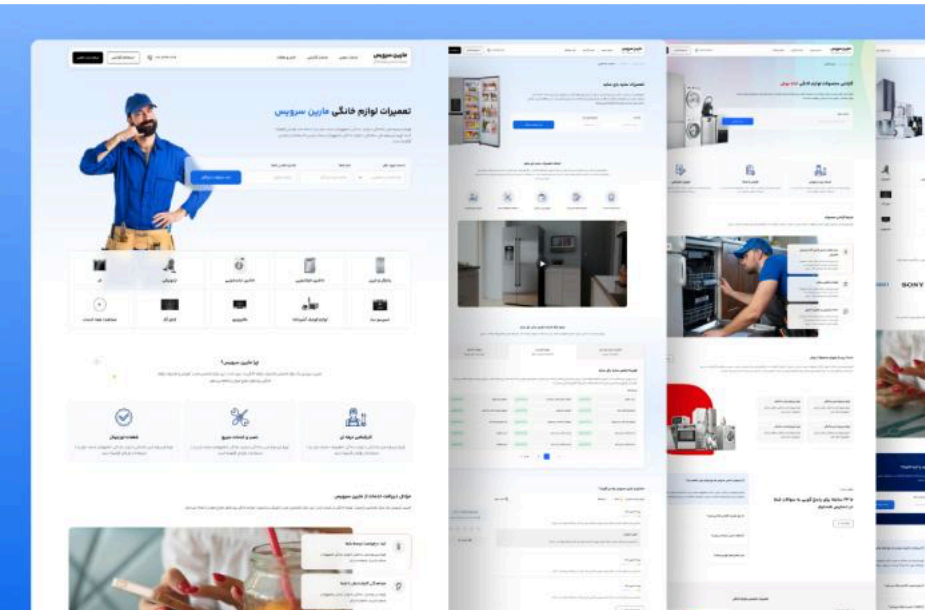
 **Iranecar**
car services



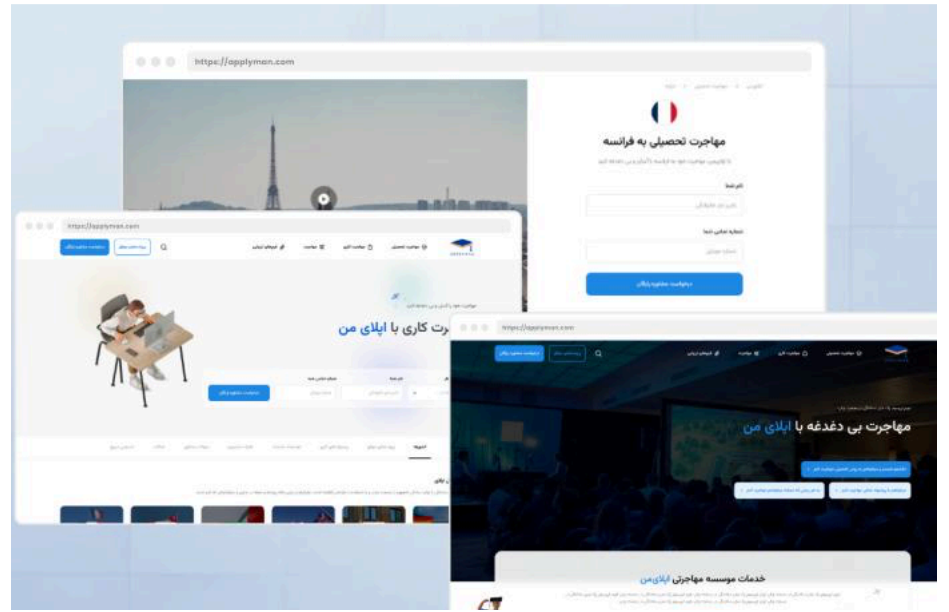
Conversion
marketing agency



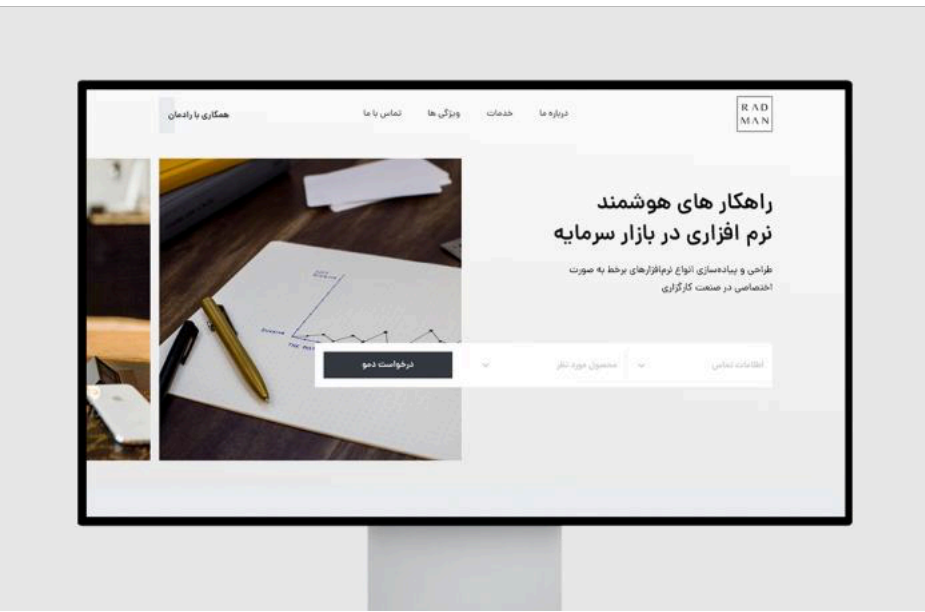
Khane sony
Sony retailer



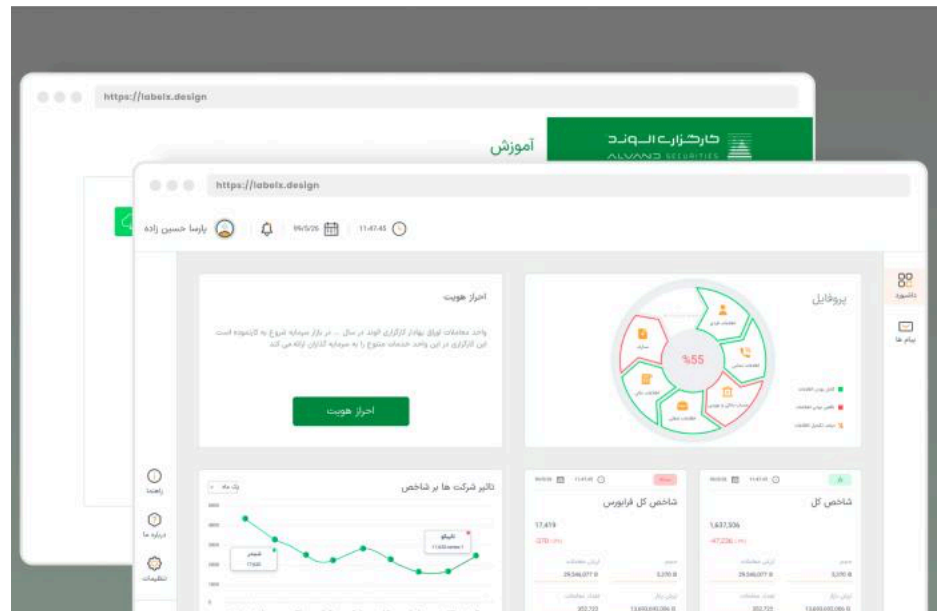
Marian
appliance services



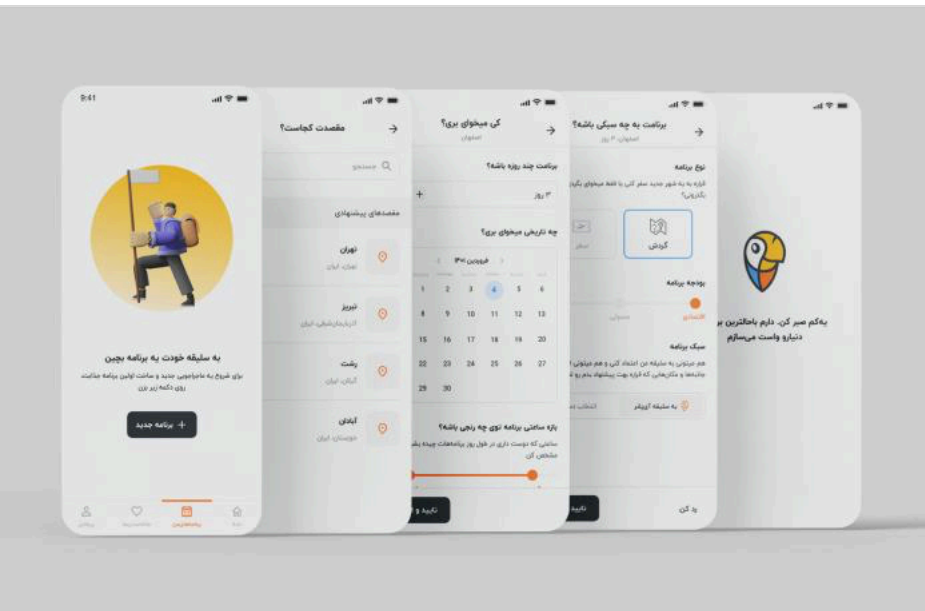
Applyman
immigration agency



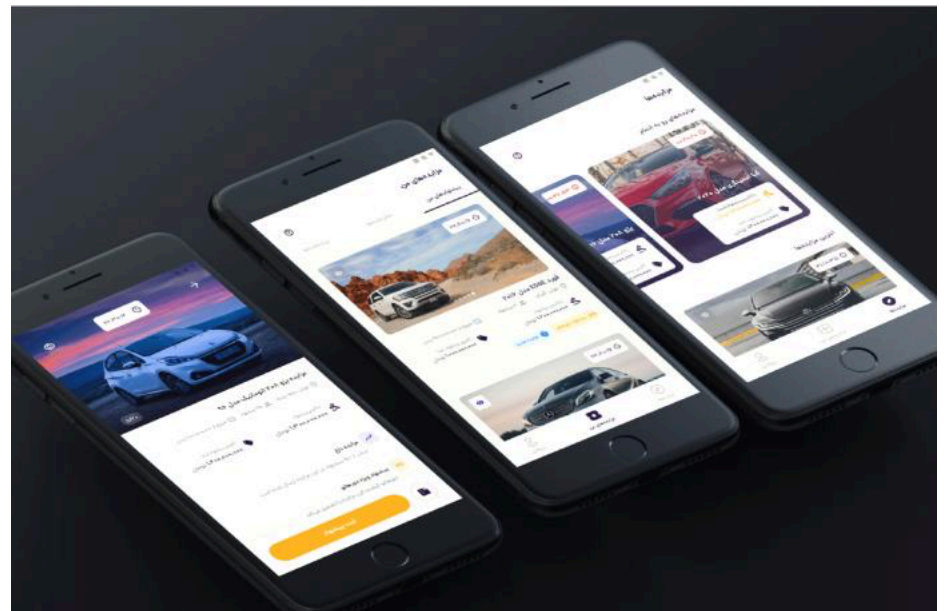
Radman
crm & bi tools



Alvand
broker



iPlanner
trip builder



Dorhato
used car auctions