

Behzad Fathizadeh

Digital Product Designer

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5 YEARS OF EXPERIENCE

Product Designer | Takhfifan

August 2022 - Present (~2 years) | Fulltime | Iran, Tehran

Takhfifan is a local experience marketplace that offers various services at discounted prices like Groupon and Fave. Takhfifan's key offerings include in-store payments, cashback, e-cards, and other offers that help users save more.

- Collaborated with product managers to analyze **qualitative** and **quantitative data** and revamped the core purchase flow, resulting in a **46%** increase in average "**conversion rate**" and a **22%** decrease in average "**bounce rate**" ([full case study](#)).
- Led user research through **13 user interviews**, and **8 usability studies** to design and test a "**gamified onboarding process**" for cashback flow, to drive user engagement, leading to a **25%** increase in "**retention rate**" within the first 30 days of launch.
- Collaborated with designers to improve "**B2B PWA panel**" based on **vendor feedback** and new business requirements, resulting in a **55%** reduction in the number of **support tickets** and a significant increase in "**vendor satisfaction**".
- Collaborated with designers and engineering team to expand, improve, and accurately document **Takhfifan's design system**, resulting in a **20%** reduction in design handoff time and significantly **improved communication** across the team.

Product Designer | Arzunex

January 2022 - June 2022 (6 months) | Fulltime | Iran, Tehran

Arzunex is an online cryptocurrency exchange platform similar to CoinEx and Binance, focusing only on trading Tether in the Iranian market.

- Led the design process with the design team of 4, for the **cryptocurrency exchange's responsive panel and website** (Arzunex), focusing on user flows, information architecture, and the final UIs ([full case study](#)).
- Utilized **card sorting** and **tree testing** to develop and optimize the navigation system and IA, reducing the "**user error rate**" by **25%** during task completion.
- Designed **+80 high-fidelity mockups** and **prototypes** to communicate design concepts and interactions.
- Conducted **collaborative design audits** with developers and PMs using Heurio app to ensure pixel-perfect implementation for Arzunex panel and website.

UX/UI Designer | Dorfak Intelligent Systems

November 2020 - December 2021 (1 year & 2 months) | Fulltime | Iran, Tehran

Dorfak develops B2B software solutions and IT infrastructures for investment management professionals and portfolio managers.

- Designed the **first algorithmic trade portfolio management platform (Roobah) in the local market**, in desktop and mobile screen sizes, which generated **70% extra revenue** for the organization after the launch. ([full case study](#))
- Leveraged user research including **8 interviews** and **3 focus group sessions** to inform the design decisions by identifying user personas, MVP product features, and value proposition.
- Planned and executed **5 usability studies** before the development phase and redesigned the **user flow** and **final UIs**, resulting in a **40%** reduction in user "**time on task**" and ensuring a seamless experience.
- Designed and developed the company's **website** from scratch and a dedicated **landing page** for Roobah, utilizing HTML, CSS, Flexbox, Bootstrap, and Wordpress, which generated **17 qualified leads** within the first 3 months of launch.

UX/UI Freelance Designer

December 2018 - October 2020 (1 year & 10 months) | Freelance

Worked remotely on various projects in different fields including Fintech, education, e-commerce, marketplace, etc.

MENTORSHIP

[Adplist.org](#)

[Designed.org](#)

EDUCATION

IT Management, MSc

Iran University of Science and Technology

2018 - 2020

Engineering Physics, BSc

Kharazmi University of Tehran

2012 - 2016

SKILLS

Research & Test:

Qualitative & Quantitative data analysis, Funnel exploration, Design thinking, Competitive analysis, Information architecture, User flow, User scenario, User journey, Persona, User interview, A/B test, Usability test expert

Design:

Visual hierarchy, Visual contrast, Responsive design, Design system management, WCAG, Accessibility, Sketch, Wireframe, Prototype, Hi-fi UI, Interactions, Gestalt principles, Color theory, Typography

Development:

Html, Css, Bootstrap, Flexbox, Wordpress

Tools:

Figma, Google Analytics, Google Tag Manager, Microsoft Clarity, Hotjar, Gira, Optimal Workshop, Useberry, Maze, Adobe Creative Suite,

LANGUAGES

- Professional working proficiency in **English**
- Native in **Persian**