



Mahsa Saeidi

Product Designer



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Iran



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<https://www.mahsasaeidi.com/>

Enthusiastic Product Designer with 2+ years of experience leveraging an architectural background to craft intuitive and engaging user experiences. Proven ability to translate user research into impactful designs, driving user satisfaction and business growth. Expertise in research, wireframing, prototyping, and fostering collaborative design processes.

Professional Experience

Farnaam, Product Designer

2023 – present | Tehran, Iran

- Executed user research and user-centered design principles across various projects, resulting in a 25% increase in user satisfaction, a 15% boost in product usability, and a 20% growth in sales within months of launching new user interfaces.
- Developed high-fidelity prototypes that balanced visual appeal and functionality, translating user insights into effective designs and enhancing product usability.
- Created user-friendly interfaces emphasizing clarity and information accessibility, which led to a 40% increase in user interaction, improved customer decision-making, and a 21% reduction in product returns.

Freelance Designer, Self employed . Part-time

2024 – present | Iran

User Experience (UX) · User-centered Design · Figma (Software) · UX Research · User Interface Prototyping · Wireframing

Skills

Solidwork • Prototype • Figma • Sketch • Photoshop • Wireframe • User Flow • Site Map • Persona • Responsive Design • Interviewing or surveying users • Ability to generate new ideas

Projects

APN

2024

- Designed a user-friendly interface with comprehensive product information, improving customer decision-making and reducing product returns by 21%.
- Developed an appealing and interactive representatives section, enhancing customer accessibility and increasing brand awareness in regional markets by 11% and representatives sales by 17%.
- Created a dedicated news section to inform customers about events and promotions, leading to a 9% increase in auction sales and a 23% boost in user engagement.

Tehran Delta

2023 – 2024

- Conducted a competitive analysis to identify opportunities for international expansion, informing a design strategy that effectively positioned the factory in global markets, resulting in a 41% increase in revenue from new foreign sales.
- Integrated a section to promote factory stores, achieving a 33% increase in sales and customer engagement, alongside a 17% boost in manufacturer collaboration.
- Highlighted factory awards and certifications to establish credibility and trust, attracting notable producers to the market and leading to a 22% increase in product sales.

Education

MSc, Science and Culture University

2016 – 2019 | Tehran, Iran

Languages

Persian

Native language

Deutsch

B2

Englich

B2

Turkisch

B1