Amirhossein Azargasht

Senior Product Designer | UI/UX

amirh1996.aa@gmail.com

Portfolio: AmirhosseinAzargasht · LinkedIn: AmirhosseinAzargasht · Website: AmirhosseinAzargasht

Telegram: AmirhosseinAzargasht

Summary

Senior Product Designer with **5+ years** of UX/UI experience, built upon a strong 14-year foundation in visual and graphic design. Often acting as the lead designer embedded with engineering, product, and C-level stakeholders, I own complex architectural challenges end-to-end—from discovery and UX validation to scalable design systems and seamless developer handoff. Proven track record of architecting user-centric solutions in high-scale neo-banking (11M+ users), enterprise e-commerce, and AI-driven platforms, consistently bridging the gap between business goals and technical execution while mentoring cross-functional design teams.

Experience

Senior Product Designer & Team Lead | SmartRahand — *Fintech, Neo-Banking, AI & Enterprise B2B*

April 2025 – Present

Sole Lead Designer embedded with Product, Engineering, and C-level stakeholders. Directing and upskilling a 3-person cross-functional design team across enterprise e-commerce, neo-banking, and AI initiatives.

- **Neo-Banking Ecosystem (Qbank, Timbank, Novin Bank):** Led the end-to-end UX/UI redesign of Qbank (serving 11M+ users) and designed dedicated all-digital neo-banks for Sanat va Madan (Timbank — achieving 15K+ downloads and a 4.0 rating on Myket) and Eghtesad Novin (Novin Bank — an all-digital financial super-app featuring digital KYC, remote loan and guarantor workflows, and digital signature capture). Architected a modular, token-based Design System to streamline developer handoff to Flutter and Web engineering teams at scale.
- **AI Product Architecture (Hexa|HEGZA) — Unveiled at Elecomp 2025):** Architected and designed "Hexa," an LLM-powered conversational banking assistant and smart sidebar across web, mobile, and smartwatch (wearable) interfaces. Simplified complex banking workflows (money transfers, KYC, and loan requests) into intuitive conversational UI and personalized financial advisory dashboards, utilizing Floating Glassmorphism and dynamic state management (Dot-Matrix Particle Orbs for Idle, Thinking, and Answering states).
- **Enterprise E-commerce (Cube):** Redesigned the B2B marketplace discovery and checkout flows. Reduced user friction by implementing a single-step OTP login (minimizing data entry) and consolidated the checkout process into a unified single-page flow, directly aligning with C-level business requirements.
- **Fintech, Credit & Leasing Workflows (Qpay, Qleasing & Qbiz):** Designed end-to-end BNPL (Buy Now, Pay Later) workflows for Qpay across app and landing pages, covering credit requests and checkout flows. Architected conversion-focused landing pages for Qlease, an asset-financing and leasing platform spanning vehicles (cars and motorcycles), medical equipment, and educational facilities, alongside Qbiz (Qbusiness) B2B enterprise dashboards and financial panels.
- **Design Leadership & Strategy:** Directed and upskilled a cross-functional team of 3 designers through hands-on training and mentorship, establishing structured Agile workflows, delegating UI execution tasks via Sprintly, and conducting rigorous design reviews. Aligned directly with C-level executives to define product strategy and prevent scope creep.
- **Crypto Exchange & Trading Platforms (Omid Bank):** Led the initial product discovery and conceptual UI/UX design for Omid Bank's crypto-exchange initiative. Designed trading interfaces, wallet architectures, and asset management dashboards to bridge traditional banking with cryptocurrency workflows.

QBank — All-Digital Neo-Banking Platform Timbank — Dedicated Neo-Banking App Novin Bank — Eghtesad Novin

Cube B2B Platform

Product Designer | Saman Gostar — *InsurTech, Accounting & Enterprise Dashboards*

Remote | November 2024 – July 2025

Part-time contract delivered concurrently with primary roles at Akaf and SmartRahand; led the visual overhaul and system architecture for complex insurance and accounting web platforms.

- **Insurance & Financial Dashboards:** Redesigned data-heavy insurance management panels and accounting dashboards, simplifying complex workflows, multi-step forms, and financial reporting views for enterprise users.
- **Design System Architecture (Material Design):** Built a scalable, component-based design system from the ground up while navigating and customizing Material Design framework constraints to match the brand's visual identity.
- **UI Modernization & Developer Handoff:** Elevated the overall visual hierarchy, data visualization clarity, and responsiveness across web modules, delivering structured specs that streamlined front-end implementation.

Enterprise InsurTech & Accounting UI

Product Designer | Takin Fanavaran Samane Mana — *EdTech & Language Learning App (PiKi)*

Remote | January 2025 – April 2025

Project-based contract delivered concurrently with primary roles at Akaf and SmartRahand; owned the end-to-end UX/UI architecture for "PiKi," an interactive language-learning mobile application.

- **0-to-1 Product Architecture (PiKi App):** Designed the complete mobile experience from scratch, benchmarking global platforms (such as Duolingo) to craft engaging learning paths, interactive exercises, and structured user progression flows.
- **Gamification & User Retention:** Engineered gamified reward mechanics, streak tracking, and intuitive onboarding flows to boost daily learner engagement and minimize drop-off rates.
- **Design System & Visual Identity (Featured on Dribbble):** Established a cohesive visual identity, custom UI components, and interactive prototypes, delivering implementation-ready specs to the engineering team within tight project timelines

PiKi Language App Showcase

Product Designer | Akaf Company — *International Mobility, SaaS & B2B Platforms*

Remote (Turkey) | May 2024 – March 2025

Collaborated as a white-label UI/UX designer within an international team, executing agile design sprints for diverse European and global clients.

- **Mobility & Ride-Hailing App (PikGo - Finland):** Designed the end-to-end UX/UI for "PikGo", a comprehensive ride-hailing and taxi-booking application tailored for the Finnish market. Architected user flows for both riders and drivers, focusing on map integrations, seamless booking experiences, and real-time tracking features.
- **B2B Corporate Platform (Packaging Industry - Germany):** Led the digital redesign and UI execution for a German industrial packaging firm. Translated complex B2B services into a conversion-optimized corporate website, ensuring strict alignment with European accessibility and design standards.
- **Global Client Portfolio & Agile Execution:** Delivered end-to-end UX/UI solutions for multiple diverse projects across different sectors. Streamlined design-to-development workflows by implementing Trello-based project management, bridging the gap between international clients and development teams.

Pikgo App

Product Designer | Mr Batri — *B2C E-commerce & Web Platform*

April 2024 – July 2024

Collaborated on the redesign of the primary e-commerce platform to optimize user purchasing flows and improve conversion rates.

- **UX Optimization via Testing Results:** Redesigned the core e-commerce purchasing flow based on provided A/B testing results and user interaction data.
- **Friction Reduction:** Translated data insights into actionable UI/UX improvements, successfully resolving key friction points in the user journey and enabling customers to reach their purchase goals with fewer clicks.
- **Visual Design Consistency:** Developed and maintained a unified visual design system across web touchpoints, ensuring brand consistency and improving overall user trust and engagement.

Call Center Landing (Mr.Batri)

Freelance Product Designer | Independent Contracts — *Fintech, AI, Crypto, E-commerce & SaaS*

Remote | Jan 2021 – Present

Partnered with a diverse portfolio of startups, agencies, and product educators (including Chattino AI, Techno Shop, Crypto X, Jukebox, RootShow, Frazma Pardazesh, Hinet, Golden Sport, Paniz, Etemad, it saz, and Dorwa) to deliver end-to-end UX/UI solutions and scalable design systems.

- **AI Mobile App Architecture (Chattino — Featured on Dribbble):** Designed an end-to-end multimodal AI assistant app (40+ screens and a comprehensive style guide) tailored for Flutter development with a modern iOS-inspired UI. Architected seamless user flows for multi-threaded chat, AI image generation/editing, real-time translation, and voice processing (ASR & TTS).
- **Scalable Design Systems (Techno Shop):** Architected and deployed comprehensive, token-based design systems from scratch for major e-commerce platforms like Techno Shop. Established core UI guidelines that significantly accelerated front-end development cycles and ensured cross-platform consistency.
- **Design Mentorship & Leadership:** Acted as a lead design consultant, mentoring and training junior UI/UX designers during collaborative projects. Elevated client team capabilities by establishing structured workflows and seamless design-to-development handoff processes.
- **End-to-End Product Architecture:** Led the full product design lifecycle for complex digital platforms across fintech (Crypto X — trading & wallet workflows), entertainment (Jukebox, RootShow), and B2B/B2C sectors (Frazma Pardazesh), handling everything from UX research to high-fidelity prototyping.
- **Conversion & Engagement Optimization:** Redesigned core user flows and landing pages for diverse agencies (Golden Sport, Hinet, Etemad, Paniz). Applied UX methodologies to reduce cognitive load and drive measurable improvements in user retention and conversion rates.

Chattino AI Rotebesho Techno Shop – A Seamless Tech E-commerce Experience OmidTech CryptoX

Senior Graphic & Visual Designer | Selected Organizations & Freelance — *Brand Identity, Digital Media & Visual Systems*

Sep 2014 – Feb 2024

Built a 14-year multidisciplinary foundation in visual communication across AI/IT firms (Matfa & Magsa — Amirkabir University), knowledge-based organizations (Project Plus), corporate departments (Asia Insurance Agency, Cultural Department), and 15+ commercial brands (including KMC, Raimon, Filmex, and Ava Marketing).

- **Brand Identity & Visual Systems:** Architected cohesive brand identities, custom logos, typography hierarchies, and visual guidelines across corporate, publishing, and commercial sectors—establishing the pixel-level visual precision behind my transition into Product Design.
- **Digital Campaigns & Motion Visuals:** Designed high-impact digital marketing assets, web banners, social media campaigns, and motion/video content using Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere) to elevate brand presence across digital channels.
- **Cross-Media & Enterprise Collateral:** Led end-to-end visual execution for nationwide university initiatives, corporate publications, and commercial print/packaging assets, ensuring strict brand consistency across physical and digital touchpoints.

Skills

Product & UX Strategy:

End-to-End Product Design, UX Discovery & Research, Information Architecture (IA), User Flows, Wireframing, Interactive Prototyping, Usability Testing, A/B Testing, Funnel & Conversion Rate Optimization (CRO).

UI & Design Systems:

Token-Based Design Systems (Figma Variables & Variants), Material Design Customization, Component Architecture, Floating Glassmorphism, Responsive & Mobile-First Design (iOS & Flutter-Ready UI), Data Visualization, Accessibility Standards.

Domain Expertise:

Fintech & Neo-Banking, Crypto Exchanges & Trading Workflows, InsurTech & Accounting Dashboards, Multimodal AI Interfaces (Chat, ASR/TTS, Image), Enterprise B2B/B2C E-Commerce, SaaS Platforms, EdTech & Gamified Apps.

Leadership & Collaboration:

Design Team Leadership & Mentorship, Agile/Scrum Sprints, Stakeholder Alignment (C-Level), Cross-Functional Developer Handoff (Flutter & Web), Technical Literacy (HTML/CSS/JS, Flutter UI Principles).

Tools & Stack:

Figma, Stitch, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Jira, Trello, Sprintly, Notion, AI Prototyping & Generation Tools

Education

B.Sc. in Software Engineering — Islamic Azad University, North Tehran Branch — 2019

Certifications & Courses

ROBOTYPE: End-to-End AI Product Creation — Melina Design School — 2026
(Research, PRD, AI/QA Agents, Prototyping & Live Code)

Product Design Certificate — Amanj Academy — 2025

UX Design Certificate — Melina Design School — 2024

UI Design Certificate — Melina Design School — 2023