



# Farshad Sadri

## Lead Product Designer

Experienced Lead Product Designer with a proven track record in web, mobile, and robust interactive design systems. Demonstrated expertise in crafting innovative products for diverse markets, including commercial, retail, financial, and non-traditional sectors. Skilled in strategic brand and identity design, emphasizing business goals, scalability, timeless aesthetics, and re-brand strategies to elevate market positioning and effectively engage the target audience.

Delivering satisfactory results since 2001, have delighted over +200 clients, consistently surpassing expectations.

### EXPERIENCE

**Lead Product Designer**  
*Solution Foundation* — Connecting those in need, with those who care **Oct 2022 – Present**

- Leading a diverse international team of talented designers with design thinking mindset
- Established product design strategy with clear goals and objectives
- Created a Design System focused on usability (UX), accessibility, scalability, reusable components, and design tokens
- Designing the MVP and developing prototypes, and user trials.

**Senior Designer – Product Design, Brand, UI/UX**  
*Freelancer* **Nov 2020 – Present**

- Created 5 Design Systems and 8 Brand Design / Rebrand projects so far.
- Delivering quality services achieving an average of 95% client satisfaction based on follow-up feedback.
- Active consultant for 4 design teams helping with strategy, brand, UX, design process, and design system.
- Projects on: Rebrand, Visual Language Design, Design System, Product Design, UXD, Presentation Design and Brand Design.

**Senior Product Designer**  
*Smart Land Solutions* — An enterprise software company **Aug 2018 – Nov 2020**

- Created & Developed a live design system and reduced development time by at least 50% (Dev team report).
- Designed 650+ screens for Hoozas product in desktop and mobile with functioning prototypes along with 180+ unique icons (font icon and SVG).
- Led the design of 6 different products, increased user engagement by 30% (analytics). Designed and developed marketing campaigns landing pages.
- Designed and implemented working PWA mobile app in 7 days using created design system.
- Developed front-end UI with Buiefy (Vue.js library based on Bulma).

**Design & UI/UX Lead**  
*MONTA* — Smart K12 education & assessment company **Apr 2017 – Jul 2018**

- Successfully rebranded and refreshed the visual language, enhancing market positioning and communication with targeted audiences.
- Led the company design team, incorporating design thinking and revolutionizing design strategy.
- Achieved over 73% increase in user satisfaction through a complete product redesign (survey).
- Implemented an interactive design system, reducing development time and costs by 6 months.
- Delivered 750+ screens, spanning mobile, desktop, apps, and landing pages, along with 1500+ visual items for marketing, social media, presentations, and more.

**Senior Visual Designer**  
*Naqshine | Design & Color* — A respected food product design agency **Apr 2016 – Mar 2017**

- Pioneered digital mock-up and product prototyping techniques, slashing client feedback and delivery times by nearly 300%.
- Collaborated with 10+ remarkable food industry factories on innovative product packaging projects.
- Ensured consistent visual language and styles by implementing effective documentation systems in relevant projects.

**Marketing Manager**  
*ZarinPal* — A leading online payment company in Iran **Nov 2015 – Apr 2016**

- Developed a comprehensive 50-page annual marketing strategies plan, securing future funding from investors.
- Orchestrated a successful product launch marketing campaign, resulting in a smoother transition and 14% lower customer support entries than anticipated.
- Achieved a remarkable 6-month decrease in customer acquisition cost by \$2 through strategic brand exposure initiatives.
- Conducted extensive market research and SWOT analysis to identify market needs and translate them into actionable product requests.
- Held overall responsibility for brand management, corporate identity, and image.

**R&D & Technology Manager**  
*Fanavaran Padir* — A building construction company **May 2009 – Apr 2010**

- Led part-time research and communication initiatives, exercising capabilities in exploring innovative solutions.
- Successfully re-branded the company's identity and skillfully implemented a WordPress website.
- Conducted in-depth research on Building Management Systems (BMS) & Smart Home solutions, fostering 10 new business connections and leveraging new technologies.
- Spearheaded commercial initiatives and communications with 6 European & Asian partners, importing cutting-edge technologies and related infrastructures.

**Creative Director**  
*eLink Interactive Studio* — A multimedia & advertising agency **Apr 2009 – Nov 2015**

- Consistently achieved 98% client satisfaction across all projects, delivering top-quality results (surveys, follow-ups).
- Skilfully managed and led a team of 6-10 designers and developers, fostering a collaborative and productive environment.
- Defined efficient project workflows and effectively managed team dynamics for streamlined operations.
- Excellently grasped client requirements, transforming them into creative ideas and precise technical specifications.
- Proactively identified and implemented the latest technologies, design trends, and industry standards to stay at the forefront of innovation.

**Senior Graphic and Web Designer** **Jul 2007 – Apr 2009**

- Elevated professional skills, doubling deliverables, and achieving deadlines 20% ahead of schedule.
- Spearheaded over 500 successful technical interviews, leading to 50 successful designer recruitments.
- Pioneered agency expansion by proposing three new services in product packaging and web integration.

**Web and Graphic Designer** **Feb 2004 – Jul 2007**

- Achieved 200% efficiency and quality improvements in skill set, driving successful project deliveries.
- Proficient in 5 visual design disciplines, specializing in product packaging design.
- Skilled in designing and developing websites and multimedia applications using Flash technologies.

Click to explore my full experiences on LinkedIn  
[in/farshadsadri](https://www.linkedin.com/in/farshadsadri)



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### TOOLS

Figma Ai Illustrator

Ps Photoshop W Webflow

Other Design Software

Xd Id Pr

Productivity

Notion

Other Tools

Generative AI Tools, CSS, SASS, HTML, VS Code, Tailwind CSS, Bulma, Bootstrap

### Skilled in

#### Product Design Leadership

- Leading Design Teams
- Design Strategy
- Design Thinking
- Art Direction
- Mentorship
- Stakeholder Management

#### User-Centric Design

- User Experience Design
- User Research
- Information Architecture
- Wireframing
- Prototyping
- Interaction Design

#### Design Systems

- Creating and Managing
- Dashboard Design
- Enterprise App Design

#### Brand and Identity Design

##### Visual Design

#### Development and Tools

- UI Development (HTML/CSS)
- Webflow & Framer
- WordPress (+13 Years)

### EDUCATION



#### BSc, Computing & Information Systems

Goldsmiths, University of London

- Project: HCI Impact on Information Systems
- Courses: Information Systems Analysis & Design, Human-Computer Interaction (HCI), Software Engineering Management

edexcel

GCE & GCE Advanced

edexcel International by Pearson UK



**SELECTED PROJECTS**

MORE ON [farsh.at/portfolio](https://farsh.at/portfolio)



**Long-term Investment Platform**

REBRAND, VISUAL LANGUAGE DESIGN, DESIGN SYSTEM, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

I led a transformative project to rebrand and design the investment app and presentation website, empowering users with personalized investment boxes to achieve their financial goals. I have delivered a comprehensive Design System as well.

Brand Book  
[farsh.at/nazdikbrand](https://farsh.at/nazdikbrand)

Website  
[nazdik.org](https://nazdik.org)

Re-Brand Process  
[farsh.at/nazdikrebrand](https://farsh.at/nazdikrebrand)

Live App  
[app.nazdik.org](https://app.nazdik.org)



**AI Powered Business Valuation Service**

VISUAL LANGUAGE DESIGN, DESIGN SYSTEM, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

In this project, I undertook the task of redefining Bahasanj, an AI-powered business valuation service, to address its branding and UX challenges. I crafted a new visual language, incorporating Iran's culture and the clients values, resulting in a vibrant and captivating platform. Conducting user trials, I fine-tuned the reporting process and optimized the mobile experience. Additionally, I proposed an innovative PDF conversion technique for downloadable reports.

Website  
[bahasanj.ir](https://bahasanj.ir)

Designs  
[farsh.at/bahasanjui](https://farsh.at/bahasanjui)



**German SaaS Company**

REBRAND, VISUAL LANGUAGE, WEBSITE, PRESENTATION DESIGN

I rebranded Pirmasens Research Engineers, enhanced their website and content, and introduced a comprehensive career section, elevating their market presence.

Live Website  
[farsh.at/pirmasens](https://farsh.at/pirmasens)



**Short term Stay Platform**

VISUAL LANGUAGE, DESIGN SYSTEM, PRODUCT DESIGN, UXD

I redefined Hoozas, addressing key issues in product design and rebranding for impactful user experiences. Unfortunately, the pandemic led to its closure.

Live Website  
[farsh.at/hoozasui](https://farsh.at/hoozasui)

Brand Book  
[farsh.at/hoozasbrand](https://farsh.at/hoozasbrand)



**Pro Design Marketplace**

BRAND & IDENTITY, VISUAL LANGUAGE, DESIGN SYSTEM, PRODUCT DESIGN

I created & delivered a comprehensive design platform that connects clients with talented designers, streamlining the creative process and bringing their visions to life. I crafted a unique and scalable Design System.

Product Design  
[farsh.at/tealdaui](https://farsh.at/tealdaui)



**Architecture Studio**

VISUAL LANGUAGE, PRESENTATION DESIGN, WORDPRESS

I revamped their website to showcase their unique designs, elevating their online presence. The outcome was a stronger reputation, attracting potential clients and showcasing their award-winning portfolio.

Live Website  
[farsh.at/kanlan](https://farsh.at/kanlan)



**Style Recommender App**

VISUAL LANGUAGE, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

Worked closely with stakeholders to craft a functional search and filter screen for seamless mobile and desktop user experience. Empowered users to curate their unique wardrobe and stay on top of fashion trends.

Product Design  
[farsh.at/shikbookui](https://farsh.at/shikbookui)



**K12 Social Assessment Platform**

CREATIVE DIRECTION, REBRAND, VISUAL LANGUAGE, DESIGN SYSTEM, PRODUCT DESIGN, APP DESIGN, PRINT DESIGN, ICONS

In 16 months, I led a team in a transformative project achieving 73% UX satisfaction. The introduced visual language endures, showcasing a timeless design approach and ongoing impact on stakeholders.

Product Design  
[farsh.at/montaweb](https://farsh.at/montaweb)