



Farshad Sadri

Lead Product Designer

Seasoned design leader with over 23 years of experience, including 10+ years leading creative teams. Achieved a 50% reduction in development time and a 73% increase in user satisfaction. Recognized with an Innovation Award for exceptional contributions. Expertise in web, mobile, and interactive design systems, consistently delivering impactful solutions and driving market positioning.

Contact

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Work Experience

Brand and Product Design Lead Dubai, United Arab Emirates
Freelancer **Feb 2024 - Present**

- Led 4 successful Brand Design projects, resulting in an average of **36% increase in brand exposure and customer engagement** combined (analytics), showcasing my ability to drive significant business growth through design.
- Advised 3 businesses on **design thinking, product strategies, brand strategies, UX audits, coaching & mentorship, design process, and design system**, achieved business goals and improved design processes.
- Maintained a **99% client satisfaction rate in NPS surveys** by consistently delivering top-notch design services, leading to enhanced brand reputation and increased customer loyalty.

Lead Product Designer Delaware, United States · Remote
Solution Foundation — Social crowdfunding and skill-matching platform **Oct 2022 – Feb 2024**

- Recognized with **Innovation Award** for pioneering endeavours in product design.
- Created a comprehensive Design System with 100+ reusable components focused on usability (UX), accessibility, and scalability, resulting in a **30% increase in design efficiency**.
- **Led a diverse international team** of designers, fostering smoother workflows and enhanced teamwork, demonstrating my strong leadership and team management skills.

Brand and Product (UX/UI) Designer **Nov 2020 – Oct 2022**
Freelancer

- Maintained a **97% client satisfaction rate** in NPS surveys by consistently delivering top-notch design services, leading to an enhanced brand reputation and increased customer loyalty.
- Led 5 successful Brand Design / Rebrand projects, resulting in a **30% increase in brand recognition and customer engagement**, paving the way for significant business growth.
- Boosted design consistency and efficiency by creating 5 Design Systems, resulting in a **25% decrease in design time and enhanced brand cohesiveness**, demonstrating the potential for improved productivity and cost savings.

Lead Product Designer **Aug 2018 - Nov 2020**
Smart Land Solutions — Enterprise SaaS company

- Created and developed a **live design system** and **reduced development time by at least 50%** (Dev team report).
- Led the design of **6 different products** and **increased user engagement by 30%** (analytics). Designed and developed marketing campaigns landing pages.
- Designed a complete **short-stay platform** for desktop and mobile, containing **28+ user flows** in **650+ fully prototyped screens** and **180+ custom-designed icons**.
- Designed and implemented a working **PWA mobile app in 7 days** using the created design system.

Design & UX/UI Lead **Apr 2017 - Jul 2018**
MONTA — Smart K12 education and assessment platform

- Re-branded and refreshed the visual language, enhancing market positioning and communication with targeted audiences, **increasing sales by 23%** in the annual report.
- Achieved over **73% increase in user satisfaction** through a complete product redesign (survey).
- Led the company design team, incorporating **design thinking**, which improved project **efficiency and team collaboration**.
- Implemented an interactive design system, **reducing development time and costs by 6 months**

Tools

Figma **Ai Illustrator**
Ps Photoshop **w Webflow**

Other Design Software

Xd **Id** **Pr**

Productivity

Other Tools

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

Skills

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

- Build Design Systems
- Maintain Design Systems
- Dashboard Design
- Enterprise App Design

Brand and Identity Design Visual Design

Development and Web

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

Certification

Innovation Award 2023
 Recognition by **Solution Foundation**



Lead Visual Designer

Naqshine | Design & Color — Food industry product packaging agency

Apr 2016 - Mar 2017

- Led design projects that increased client satisfaction, resulting in a **38% rise in quarterly sales**.
- Implemented client satisfaction strategies that increased returning customers by **70%**, boosting revenue.
- Achieved a Net Promoter Score (NPS) of **over 96%**, leading to increased client satisfaction and repeat business.
- Developed digital mock-up and product prototyping methods, reducing **client feedback turnaround time by 3x**.



Marketing Manager

ZarinPal — Pioneer online payment gateway in Iran

Nov 2015 - Apr 2016

- Achieved a remarkable 6-month **decrease in customer acquisition cost** by \$2 per user through strategic brand exposure initiatives.
- Developed a comprehensive marketing strategy plan resulting in secured funding from investors.
- Orchestrated a successful launch marketing campaign for the new version, resulting in a smoother transition and **14% lower customer support load** than anticipated.



Creative Director

eLink Interactive Studio — Multimedia and advertising agency

Apr 2009- Nov 2015

- Achieved **98% client satisfaction** across all projects by delivering top-quality results through surveys and follow-ups.
- **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.



Explore the full list of experiences on LinkedIn

[in/farshadsadri](https://www.linkedin.com/in/farshadsadri)



Projects

Nazdik: Transforming User Engagement in an Innovative Fintech Platform

As the Lead Designer for Nazdik, a micro-investment platform providing personalized financial investment solutions for each user, I led a comprehensive rebranding and product redesign that resulted in a **25% increase in user acquisition**, a **30% boost in retention**, and a **20% improvement in conversion rates**—significantly enhancing user trust and market positioning.

Bahasanj: Redesigning Boring Business Valuation to a Vibrant AI-Powered Experience

I led the transformation of Bahasanj, an AI-powered business valuation platform, addressing critical branding and UX challenges that were hindering its growth. I crafted a new culturally rooted visual language and implemented user-centric designs. My strategic approach resulted in a **30% increase in user retention**, a **20% boost in user satisfaction**, and a **25% improvement in conversion rates**.

TEALDA: Innovative Branding and Product Design for a Design Marketplace

For TEALDA, I played a pivotal role in launching a new design platform, including selecting the name and developing its brand identity and product design from the ground up. I addressed the challenge of establishing a unique brand presence and creating an intuitive user experience by crafting a modern visual language and cohesive design system. The project led to **enhanced market visibility**, **increased user engagement**, and a significant **rise in project submissions**. This case showcases how a strategic approach to branding and design can create impactful and successful new ventures in the design marketplace.

Pirmasens: A Strategic Rebrand and Website Redesign to Elevate Positioning

Pirmasens GmbH, a German SaaS company, needed to elevate its brand and digital presence. I developed a modern visual identity and user-friendly website to enhance engagement and expand their global reach. The client reported the impacts as transformative: a **25-30% increase in website traffic**, a **20-25% rise in customer inquiries**, and a **15-20% boost in conversion rates**.



See the full portfolio on my website

[farshadsadri.com](https://www.farshadsadri.com)



Education



BSc in Computing & Information Systems
Goldsmiths, University of London



edexcel
GCE & GCE Advanced
Edexcel International by Pearson UK



Articles



[6 Essential Visual Design Principles Every UX Designer Should Master](#)

