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.

Contacts

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- Bē behance.net/farshad

Tools

- **Figma** (Figma)
- **Ai** Illustrator
- **Ps** Photoshop
- **W** Webflow

Other Design Software

Xd · Id · Pr · ⬡ · ⬡

Productivity

⬡ ⬡ ⬡ W ⬡

Other Tools

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

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Work Experience

Lead Designer - Product Design (UX/UI), Brand Design
Freelancer — *Nov 2020 – Present*

- Created 5 Design Systems and 8 Brand Design / Rebrand projects so far.
- Delivering quality services achieving an average of %97 client satisfaction in NPS surveys.
- Active consultant for 4 design teams helping with strategy, brand, UX, design process, and design system.
- Accepting projects on Product Design, UXD, Brand and Identity Design, Rebranding, Visual Language Design, Design System

Lead Product Designer
Solution Foundation — A social crowdfunding and skill matching NPO — *Oct 2022 – Feb 2024*

- Recognized with Innovation Award for pioneering endeavors in product design.
- Led a diverse international team of 4-5 designers, streamlining collaboration and communication processes, resulting in smoother workflows and enhanced teamwork.
- Established a clear product design strategy, ensuring the focus on timely and clear deliveries and innovative features.
- Created a comprehensive Design System with 100+ reusable components focused on usability (UX), accessibility, and scalability.

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 the Hoozas product on desktop and mobile with functioning prototypes along with 180+ unique icons (font icon and SVG).
- Led the design of 6 different products, and increased user engagement by 30% (analytics). Designed and developed marketing campaigns landing pages.
- Designed and implemented a working PWA mobile app in 7 days using the created design system.
- Developed front-end UI with Buefy (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 mass construction company — *May 2009 – Apr 2010*

- Led part-time research and communication initiatives, exercising capabilities in exploring innovative solutions.
- Successfully re-branded the company 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 agancy — *Apr 2009 – Nov 2015*

- Consistently achieved 98% client satisfaction across all projects, delivering top-quality results (surveys, follow-ups).
- Skillfully 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 the full list of experiences on LinkedIn
in/farshadsadri

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
- 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

Goldsmiths
UNIVERSITY OF LONDON

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**

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

Re-Brand Process
farsh.at/nazdikrebrand

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 client›s 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

Designs
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

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**

Brand Book
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
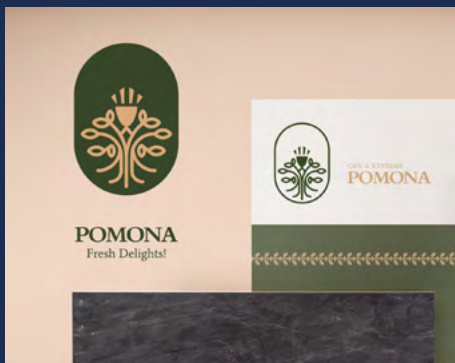
Cafe Branding & Identity

REBRAND, VISUAL LANGUAGE DESIGN, PRODUCT PACKAGING DESIGN

Led a vibrant brand identity project for Pomona, a renowned cafe franchise offering organic delights franchise. Showcased design expertise, resulting in a cohesive visual identity resonating with brand values.
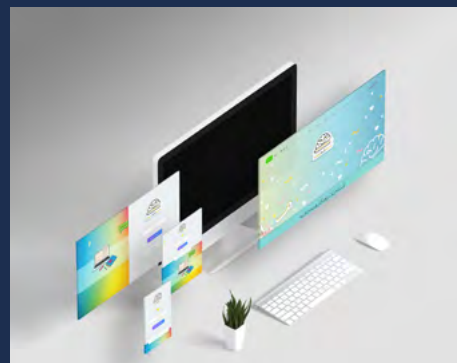
Live Website
farsh.at/pomona

Style Recommender App

VISUAL LANGUAGE, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

Worked closely with stakeholders to craft a functional search and filter screen for a 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

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