



# Farshad Sadri

## Senior Product Designer

Seasoned product designer with strong background in web, mobile and robust interactive design systems. Practical experience of designing products for commercial, retail, financial and non-traditional markets. Skilled brand and identity designer with focus on creative communication, scalability, timeless design and re-brand strategies.

Have been delivering satisfactory results since 2001 to more than 200 clients.



me@farshadsadri.com

farsh.at/bio

in/farshadsadri



### Skilled in

- User Experience Design
- User Interface Design
- Mobile App Design
- Interaction Design
- Design Systems
- Wireframing
- Prototyping
- User Research
- Information Architecture
- Dashboard Design
- Enterprise App Design

- Brand & Identity Design
- Re-brand Design
- Visual & Graphic Design

- UI Development
- HTML / CSS
- WordPress



### TOOLS

- Figma Adobe XD
- Zeplin Framer

Adobe Creative Suite

- Ai Ps Id Pr

Other Tools

CSS, SASS, HTML, VS Code, Tailwind CSS, Bulma, Bootstrap, DALL.E 2



### EDUCATION



#### BSc, Computing & Information Systems

Goldsmiths, University of London

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



IELTS Academic  
Overall Score 7.5



GCE & GCE Advanced  
edexcel International by Pearson UK

## EXPERIENCE



### Lead Product Designer

**Solution** — A social network designed to help people

Oct 2022 - Present, Worldwide

- Managing and organizing the design team and the creative process from concept to completion.
- Creating design principle guidelines
- Mentoring and guiding team members.
- Creation and improvement of product design.
- Design review and QA.
- Growing design team and Onboarding new designers
- Work with marketing and product owner teams to manifest and convert requirements to functional designs.



### Senior Designer - Product Design, Brand, UI/UX

Freelancer

Nov 2020 - Present, Worldwide

- Delivering quality services and achieving an average of %95 client satisfaction on all projects.
- Consulting 4 businesses design teams with a focus on delivering measurable results in the areas of brand, product design and UX/UI.
- Developed 5 design systems with technical specifications, dynamic components and deliverables.
- Brand design and rebranding for 8 satisfied clients to date.
- Following services where ordered: Rebrand, Visual Language Design, Design System Development, Product Design, UXD, Presentation Design and Brand & Identity Design.



### Senior Product Designer

**Smart Land Solutions** — An enterprise software company

Aug 2018 - Nov 2020, Tehran, Iran

- Developed a live design system and reduced development time by at least %50.
- Designed +650 screens for the product in desktop and mobile with functioning prototype along with +180 unique icons (standard font icon and SVG).
- Led the design of 6 different web and mobile products and visual design projects, increasing user engagement by %30.
- Helped marketing team by designing and developing campaign specific landing page.
- Designed and helped implementation working PWA mobile app in less than 7 days using the live 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, Tehran, Iran

- Led a team of 4 that centralized and organized presentation and brand communication through product, marketing and sales team and social platforms.
- Successfully re-branded the visual language and presentation resulting in better communication with targeted audience, i.e. kids and teachers.
- Complete product redesign which resulted over %73 satisfaction in user experience of the product.
- Designed and implemented an interactive design system that decreased the cost of development by 6 months.
- Designed over 750 screens including mobile, desktop, apps and landing pages.
- Delivered over +1500 visual items including marketing materials, social posts, presentations, printable items and patterns.



### Senior Visual Designer

**Naqshine | Design & Color** — A respected food product design agency

Apr 2016 - Mar 2017, Tehran, Iran

- Implemented new mock-up and product prototyping techniques that reduced project delivery time by almost %300.
- Collaborated with remarkable food industry factories in +10 product packaging projects.
- Assured consistency of visual language and styles by implementing a documentation systems in relevant projects.



### Marketing Manager

**ZarinPal** — A leading online payment company in Iran

Nov 2015 - Apr 2016, Tehran, Iran

- Researched and created a 50 page annual marketing strategies plan that secured the future fund from the investors.
- New product launch marketing campaign helped a more smoother transition with 14 % lower customer support entries than expected load.
- Decreased customer acquisition cost by 2\$ in 6 month by implementing brand exposure strategies.
- Market research and SWOT Analysis to identify market needs and translate them into product asks.
- Overall responsibility for brand management and corporate identity and image.



### R&D & Technology Manager

**Fanavaran Padir Abnieh** — A building construction company

May 2009 - Apr 2010, Tehran, Iran

- A part-time position to exercise my research and communicating capabilities.
- Re-branded company's identity and designed & implemented website using WordPress.
- Conducted research on Building Management Systems (BMS) & Smart Home solutions that resulted in 10 new business connections and using new technologies.
- Commercial initiatives and communications with 6 new European & Asian partners to import researched technologies and dependent infrastructures.



### Creative Director

**eLink Interactive Studio** — A multimedia & advertising agency

Apr 2009 - Nov 2015, Tehran, Iran

- Achieving an average of %95 client satisfaction on all projects.
- Managing and team of 10-6 designers and developers.
- Defining project workflows and managing team dynamics.
- Understanding client requirements & Converting project requirements into creative ideas and technical specifications.
- Identifying and overlook implementing latest technologies, design trends and standards in the industry.

### Senior Graphic and Web Designer

Jul 2007 - Apr 2009

- Managed to level-up my professional skills accepted many challenges which resulted in at least doubling the deliverables and hitting deadlines about %20 earlier.
- Conducted more than 500 technical interviews as a lead designer with computer science background expanding to 50 successful recruitment.
- Proposed 3 new services to be offered by agency in product packaging, and web integration services.

### Web and Graphic Designer

Feb 2004 - Jul 2007

- Concentrated skills improvements resulted about %200 efficient and quality deliveries.
- Practiced in 5 visual design disciplines specially in product packaging design.
- Learned to design and develop websites and multimedia applications using Flash technologies.



Please click here to view my full experiences list...

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





### Long-term Investment Platform

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

Nazdik means near as it makes investors closer to their goals. Nazdik will offer your different investment boxes, including stock, fixed-income, and gold, and help you hit your financial goals based on your investment visions and risk-taking attitude.

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

The valuation of a business is the process of determining the current worth of a business. Business valuation is typically conducted when a company is looking to sell all or a portion of its operations or looking to merge with or acquire another company.

Using colorful styles and designing unique patterns and design language to present a more fun and vibrating design for boring business services to make the brand communicate a new message.

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

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



### German SaaS Company

REBRAND, VISUAL LANGUAGE, WEBSITE, PRESENTATION DESIGN

Pirmasens Research Engineers is a Software as a Services (SaaS) company operating in Pirmasens, Germany.

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



### Short term Stay Platform

VISUAL LANGUAGE, DESIGN SYSTEM, PRODUCT DESIGN, UXD

Hoozas was a friendly home-stays & experiences platform. It suspended services due to the pandemic.

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



### Design Projects Platform

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

TEALDA is a community of people looking for design projects freelancers via contests and direct orders.

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

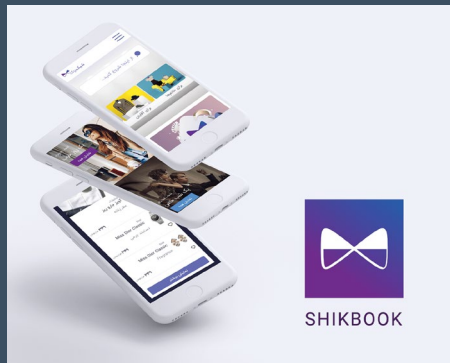


### Architecture Studio

VISUAL LANGUAGE, PRESENTATION DESIGN, WORDPRESS

KANLAN is a modern architecture studio with minimal design and interactions.

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

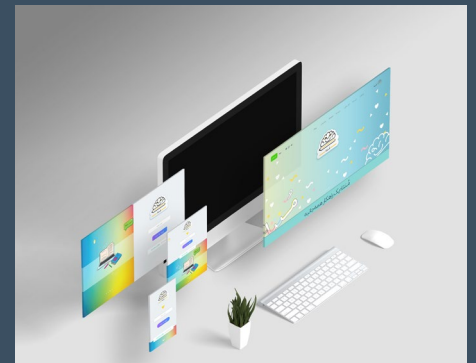


### Style Recommender App

VISUAL LANGUAGE, PRODUCT DESIGN, UXD, PRESENTATION DESIGN

Shikbook is combination of services to look for styles and find relevant styles within many online stores.

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

Schools can create online and print-ready exams from an extensive material database, monitor students progress stats, give students statistical analysis and advice.

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