



Farshad Sadri

Seasoned design leader with over 20 years of experience, including 10+ years in leading creative teams. Reduced development time by 50% resulting in massive cost savings and early release to market. Recognized for exceptional contributions with an Innovation Award. Achieved a remarkable 73% increase in user satisfaction within a year.

Expertise spans web, mobile, and interactive design systems, with a proven track record of delivering impactful solutions for diverse industries. A strategic thinker adept at crafting compelling brand strategies to drive market positioning and audience engagement. Delivered exceptional results consistently exceeding expectations.

Work Experience

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

- Led 8 successful Brand Design / Rebrand projects resulting in an average of %30 increase in brand recognition and customer engagement.
- Maintaining 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.
- Boosted design consistency and efficiency by creating 5 Design Systems, resulting in a %25 decrease in design time and enhanced brand cohesiveness.

Lead Product Designer *Solution Foundation – Social crowdfunding and skill-matching platform* **Oct 2022 – Feb 2024**

- Recognized with Innovation Award for pioneering endeavors 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, resulting in smoother workflows and enhanced teamwork.

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

- 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 tourism product for desktop and mobile containing 28+ user flows in 650+ fully prototyped screens and 180+ custom-designed icons.

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

- Successfully 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).

Lead Visual Designer *Naqshine | Design & Color – Food industry product packaging agency* **Apr 2016 – Mar 2017**


- Led initiatives to enhance client satisfaction, resulting in a 38% increase in quarterly sales during tenure, demonstrating the direct impact of design efforts on business performance and revenue growth.
- The implemented client satisfaction initiative achieved a surprising 70% increase in returning customers, making client retention the primary revenue growth during my tenure.

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 entries than anticipated.

Creative Director *eLink Interactive Studio – Multimedia and advertising agency* **Apr 2009 – Nov 2015**





- Consistently achieved 98% client satisfaction across all projects, delivering top-quality results (surveys, follow-ups).

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

Contacts

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-  [behance.net/farshad](https://www.behance.net/farshad)
-  [dribbble.com/farshad](https://www.dribbble.com/farshad)

Tools

-  Figma  Illustrator
-  Photoshop  Webflow

Other Design Software

-  Xd  Id  Pr  Sketch

Productivity

-  Notion  Obsidian  Jira  WordPress  Trello

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

- 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
Focus: Information Systems Analysis & Design, Human-Computer Interaction (HCI), Software Engineering Management



GCE & GCE Advanced

Edexcel International by Pearson UK



A QR code is located on the left, and a circular badge on the right celebrates '20+ YEARS OF EXPERIENCE'. The badge features a central 'F S' logo and is surrounded by a ring of words: 'DIVERSITY', 'FOCUS', 'CONSISTENT', 'EFFICIENT', 'ANALYTICAL', 'RELIABLE', 'PROFESSIONAL', 'INTEGRITY', 'ADAPTABILITY', and 'INNOVATION'.



Micro-Investing Platform

Scope: Rebrand, Product Design, UXD, Design System, Visual Language Design, Presentation Design, Brand Book

Nazdik aims to revolutionize the way users engage with financial markets. I overcame challenges such as inconsistent visual identity and user experience bottlenecks like complex user flows. The impact of these enhancements was tangible: user acquisition rates surged by %25, with a %30 increase in user retention. Additionally, conversion rates saw a notable boost of %20, signifying heightened user trust and satisfaction.

Full Product Review
farsh.at/nazdikbrand

Rebrand Case Study
farsh.at/nazdikrebrand



AI-Powered Business Valuation Service

Scope: Product Design, UXD, Design System, Visual Language Design, Presentation Design

My role encompassed product design and rebranding, addressing challenges of poor branding and UX. Through a meticulous process, I crafted a communicative visual language to present a more fun and vibrant personality. Overall the outcome resulted in a %25 improvement in conversion rates, a %30 increase in user retention, and a %20 rise in user satisfaction scores over the next 6 months.

Designs
farsh.at/bahasanjui



German SaaS Company

Rebrand, Visual Language, Website, Presentation Design

Revamped Pirmasens brand identity and website presentation, driving significant growth in Germany. The impact was profound: a %30 increase in website traffic, a %25 rise in customer inquiries, and a %20 boost in conversion rates.

Case Study
farsh.at/pirmasens

Live Website
farsh.at/pirmasensweb



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.

Case Study
farsh.at/hoozasbrand

Product Designs
farsh.at/hoozasui

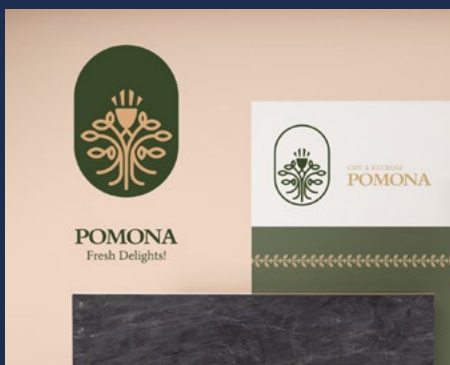


Design Services Marketplace

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 Designs
farsh.at/tealdaui



Cafe Branding & Identity

Rebrand, Visual Language Design, Product Packaging Design

Led rebranding and packaging design, resulting in a %20 increase in brand recognition and a %15 boost in sales. Scoped services: Rebrand, Visual Language Design, Product Packaging Design.

Case Study
farsh.at/pomona

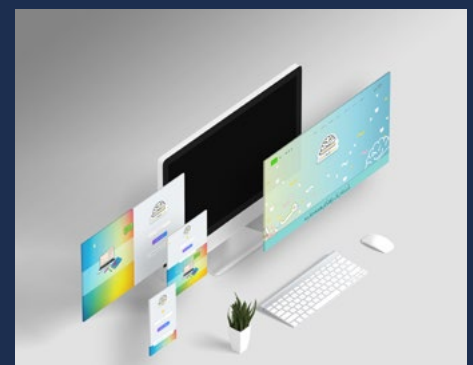


Style Recommender App

Product Design, UXD, Visual Language, Presentation Design

Challenges included optimizing user experience and balancing aesthetics with functionality. My solutions drove a %30 increase in user adoption, a %25 improvement in retention rates, and a %20 increase in market share within the first year.

Product Designs
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 Designs
farsh.at/montaweb