

Artin Shahnavaaz

Senior Product Designer — Growth & Conversion Focused

📍 **Tehran, Iran** — Open to sponsorship & relocation

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🔗 Portfolio: **artinux.com**

Summary

Senior Product Designer with 6+ years of end-to-end product design experience — building new products from 0 → 1 and improving large-scale user journeys across web and mobile for B2B/B2C, marketplace, and platform products. Driving measurable business outcomes through experimentation, A/B testing, and funnel analysis.

Strong ownership mindset: experienced in both solo delivery and collaborating with core design teams and cross-functional squads (PM, Engineering, Data, QA, ADM) — transforming insights into measurable outcomes in conversion, engagement, and retention.

Skilled in **data-driven UX**, balancing **user needs with business goals**, and supporting product & business strategy through continuous discovery.

Adept at stepping into roles like **UX research, UX writing, product coordination, visual design, and design system contribution** to ensure clarity, speed, and smooth execution.

Core Skills / Tools

Skills

UX Research • Product Strategy • Usability Testing • User Flows • Information Architecture • Interaction Design • Wireframing • Prototyping • UX Writing • Conversion Optimization • Data-informed Design • Cross-functional Collaboration • Competitive Analysis • Design Systems • Accessibility • Visual Design & Illustration

Tools

Figma • Google Analytics (GA4) • Metabase • Microsoft Clarity • FigJam • Miro • Jira • Notion • Hotjar • Photoshop • Sketch • Zeplin • Adobe XD

Work Experience

Senior Product Designer **Azki.com** | Jul 2022–Present

Iran's leading insurtech aggregator with 2M+ active users and 500+ employees

Engagement & Retention

- +18% order frequency, +63% return rate, +0.7% AOV, +9% product diversity, 5× profile completions — gamified Customer Club
- +1M app installs — optimized landing & install touchpoints
- +3.5% referral revenue uplift, +0.16 referrals/user — redesigned referral flow

Conversion Uplift

- +9% checkout conversion, -23% time on page, -16% dead clicks — redesigned payment page
- +6% micro-conversion — simplified info page
- +17% conversion — launched installment payments
- +3% renewal conversion — improved flow
- +1.3% liquidity and revenue retention — offer-flow optimization

Operational Cost Reduction

- -15% support calls, -50% customer wait time, -30% new operations hiring costs — launched self-service online support

Product Designer Hamrah Mechanic | Dec 2021–Jul 2022

Iran's #1 online automotive marketplace with 1M+ active users and 200+ employees — offering car buying, selling, and on-demand auto services.

- Designed high-impact **landing pages for marketing campaigns**, improving clarity and supporting acquisition goals.
- Refined **car-purchase sales flow** with product & engineering alignment to reduce friction in key steps.
- Created **error and recovery states** to prevent dead-ends and keep users on the intended path.

Product Designer Routa (MTYN Ltd. | Namino Holding) | Nov 2020–Dec 2021

Startup accelerator under Namino Holding, building and launching digital products for multiple companies — ~80 employees.

- Designed a mobile navigation app from 0→1 with **core routing capabilities**, map exploration, and **smart saved-location** features.
- Built the first **B2B web dashboard**, enabling businesses to manage real-time location and operational data.
- Designed **marketing landing pages** and the **download web experience** to support app installs and acquisition.

Freelance UX/UI Designer Dec 2018–Nov 2020

Designed and delivered end-to-end UX/UI for multiple 0→1 mobile and web products across diverse industries — from early discovery to responsive UI and developer handoff.

Selected projects:

- Zar Macaron — Product showcase & brand presence (Web + Mobile)
- AhanOnline — B2B/B2C metal marketplace (Web + Mobile)
- Rezhimi — Fitness & nutrition planning app (Android + iOS)
- Sefrooyek — ISP service & account management platform (Web + Mobile)
- Zhinoart — Handmade e-commerce marketplace (Web + Mobile)
- Tafkikan — Recycling & sustainability platform (Web + Mobile)
- BarBar — Second-hand goods marketplace (Web + Mobile)

Earlier Career — Non-Design Roles

Treasury Accountant Alibaba Travels Co. | Oct 2017–Nov 2020

Office Automation Clerk Tamin (ICT & Management Consultancy) | Sep 2016–Oct 2017

Leadership & Community

- **Mentored 3+ design interns and junior designers**, supporting UX strategy, product thinking, and career growth.
- Hosted **4+ webinars** with **350+ attendees** on **conversion-focused UX** and product design best practices.

Certifications

- **Enterprise Design Thinking – Team Essentials for AI** — IBM (2023)
- **Enterprise Design Thinking Practitioner** — IBM (2022)
- **UX Design** — Amanj Academy (2019)
- **UI Design** — Amanj Academy (2019)
- **WordPress** — Tehran Institute of Technology (2018)
- **Adobe Photoshop** — Tehran Institute of Technology (2018)

Education

- University of Applied Science and Technology — **Bachelor's degree, Computer Networking**
- Ooj Non-profit Higher Education Institution — **Associate's degree, Computer Software Engineering**

Languages

- **English** — Intermediate (B1)
- **Persian** — Native