SENIOR PRODUCT DESIGNER · WEB & MOBILE · SAAS · DESIGN SYSTEMS

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Senior product designer with 8+ years in web, UI/UX and product design, and 15+ years in design overall, working on SaaS and mobile products with complex workflows. Helped lead the cross-platform design system behind 7 products across web, mobile and iPad. Works closely with product and engineering from discovery to handoff, and uses AI tools such as Claude, Cursor and Figma Make to prototype faster.

EXPERIENCE

Rapid Global · Product Designer

Sep 2024 – Present

Cloud-based compliance and workplace safety software · Web, iOS, Android, iPad
Tools: Figma · FigJam · Jira · Confluence · Claude · Cursor

Mobile product

- Own the design of Rapid's **iOS and Android apps**, from discovery and user flows to high-fidelity design, prototyping, testing and developer handoff.
- Simplified workflows for incident reporting, QR-code scanning, check-in, profiles, packages and filtering, so people on site can complete them quickly.
- Apply iOS Human Interface Guidelines and Android Material Design while keeping one consistent product language.
- Partner with Product Managers and Engineers to balance user needs, business goals and technical constraints.

Web design

- As part of the design team, redesigned the web dashboard and other key screens in Rapid's admin products, built on the shared design system so web, mobile and iPad behave as one product.
- Repositioned the Nirovision website for Rapid Aware with the marketing team: from an identity-recognition platform to a workplace safety platform, with a section for each of four products (AI Checkpoints, AI Monitoring, Doorkeeper, Safety Agent) and eight solutions.

Design system

- Build the **cross-platform design system** that merged the Rapid and Nirovision products, supporting web, mobile and iPad across **7 products**.
- Contributed **80+ reusable components**, patterns, documentation and semantic tokens covering colour, spacing, type and status.
- Established the foundation for **light, dark and branded themes**: one source of truth for design and engineering.
- Supported the Rapid Aware rebrand, including the new logo and identity, with the marketing team.

Nirovision · UI/UX Designer

Feb 2022 – Sep 2024

AI-driven access control and site monitoring · Web, mobile, iPad
Tools: Figma · Webflow · Notion · After Effects · Photoshop · Illustrator

- Designed the web app, mobile monitoring app and Doorkeeper, an iPad kiosk, for **face authentication, licence-plate recognition and site monitoring**, making complex tools approachable for non-technical users.
- Redesigned dense, dashboard-driven workflows to improve information hierarchy, navigation and day-to-day usability.
- Produced user flows, wireframes, interactive prototypes and high-fidelity designs in Figma from product requirements and user feedback.
- Worked with Product and Engineering to refine designs and resolve implementation questions.

Nirovision continues on page 2 →

- Designed and built the Nirovision website in Webflow, matching its story to the product behind it.
- Made motion graphics and recorded customer stories for the Nirovision YouTube channel, and drew the illustrations used across product and marketing.

ITech Pioneer · UI/UX Designer

Sep 2019 – Jan 2022

Mobile applications

Tools: Sketch · Jira · After Effects · Photoshop · Illustrator

- Led UX/UI design across mobile applications, from user flows and wireframes to high-fidelity designs and prototypes.
- Worked with developers and stakeholders to turn product requirements into polished, practical experiences.
- Designed responsive interfaces with clear visual hierarchy and consistency across screen sizes.
- Mobile projects included FitVidPro (Lead Product Designer), a live virtual training app, and Refer You, a social referral app.

EARLIER EXPERIENCE

BMI · Web & UI Designer

Aug 2014 – Jun 2019

Designed responsive websites and digital interfaces from concept to delivery, plus branding, logos, icons and digital assets. Tools: After Effects · Photoshop · Illustrator

Almas Shargh · Graphic Designer

Feb 2012 – Aug 2014

Created branding and visual communication materials, including logos, infographics, brochures and advertising. Tools: After Effects · Photoshop · Illustrator

Apadana Co. · Illustrator

Jan 2007 – Mar 2011

Illustrated characters and environments for children's books with authors and creative teams. Tools: After Effects · Photoshop · Illustrator

TOOLS & SKILLS

Tools & AI	Figma · FigJam · Sketch · Google Stitch · Webflow · Jira · Confluence · Notion · GitHub · Adobe CC · Claude · Cursor · Figma Make · ChatGPT · Replit
Product design	UX/UI design · Mobile app design · Interaction design · User research · Usability testing · Accessibility
Systems & delivery	Design systems · Design tokens · Component libraries · Responsive design · Prototyping · Developer handoff
Collaboration	Product management · Engineering partnership · Stakeholder communication · Agile

EDUCATION

UX/UI Design Professional · Academy Xi, Sydney, Australia — 2019

Bachelor of Graphic Design · Iran Industries Education & Research Centre, Mashhad, Iran — 2010