Mehdi Saem

I'm a **Designer** with **+5 years of experience** in design fields.

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📞 +98 917 475 8150

🏀 Dribbble Ⓑ Behance in Linkedin

Portfolio Case Studies →

Experience

May 2023 - June 2024
12months
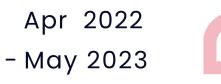
Dartil - Senior Product Designer Full Time   Website ⎘

At Golrang Group, I was instrumental in the creation of Dartil, a pioneering e-commerce platform, reshaping the landscape of online shopping in Iran as part of the nation's largest private holding.
- Formed and led a high-performance design team, achieving enhanced team efficiency and project alignment.
- Spearheaded the development and launch of a q-commerce application in two months, marked by timely completion and seamless integration.
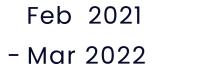
Apr 2022 - May 2023
14months

Takhfifan - Senior Product Designer Full Time   Website ⎘

Premier Online Platform for Exclusive Discounts and Cashback, Serving Over 1 Million Monthly Active Users in Iran, with Comprehensive Business Dashboard Solutions.
- Achieved 80% higher user engagement by redesigning key app and website pages.
- Simplified add card process, resulting in 8000% better user completion rates.
- Developed and maintained a design system, leading to its 100% adoption by the team, as evidenced by improved feature delivery efficiency and consistency.
- Designed landing pages, contributing to a 5,000 user increase as measured by sign-ups.

Feb 2021 - Mar 2022
14months

MCI Academy - Product Designer Full Time   Website ⎘   **Case study** ⎘

MCI Academy (Academy-e-Hamrah) by Hamrah-e-Avval (MCI) offers an integrated E-Learning and Internship Platform for education and professional growth.
- Developed an internship process at Hamrah-e-Avval for +20k students.
- Designed a platform aiding +300 interns in securing MCI job offers.

Mar 2019 - Sep 2020
18months

Paziresh24 - UX / UI Designer Full Time   Website ⎘   **Case study** ⎘

Online booking doctor appointment platform where patients can get online Health Services with 2M active users.
- Increased app installations by 125% through a redesign.
- Redesigned Paziresh24 app, achieving +500k active installs.
- Created a UGC platform, attracting 1k daily active users.

Education

Science & Arts University
Bachelor of Software Engineering – 2021 to 2023

Yazd University
Computer Science – 2017 to 2021

Rahnema College
Product Design Trainee – 2021

Interaction Design Foundation
Member as a Student since (among top 10%) – 2020

Honors & Certification

Digital Product Designer Certificate - Rahnema College
2021

Foundation of UX Design - Google
2021

Growth Driven Design - HubSpot
2021

Gamification & Behavioral Design: The Octalysis Framework
2020

Enterprise Design Thinking Practitioner - IBM
2020

National Graphic Olympiad - ACCEPTED (Among top 20)
2017

Projects

PM App
Case Study ⎘

Valiasr Museum
UI Design ⎘

FourU
Product Design ⎘

Tehran 1400

and more

Design Skills

product design   ux design   ui design   user research   interaction design   usability test   prototyping

figma   adobe xd   sketch   zeplin   maze   illustrator   photoshop   aftereffects   google analytics