Arsham Jafarian
Senior Product Designer CV

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Senior Product Designer with 6+ years of experience driving user-centered innovation across fintech, education, crypto, Web3, and e-commerce, with global academic exposure through admission to the UNT and research-driven design expertise. Skilled in building scalable design systems, conducting user research, and creating interactive prototypes with Figma and Framer. Proven ability to lead cross-functional teams and deliver measurable business outcomes, including **$500K** in revenue growth, scaling platforms to **5,000+** active users, and achieving **40%+** company growth through strategic design implementation. Adept at translating complex requirements into intuitive, high-impact solutions that balance user needs with business goals.

Work Experience: +6 Years

Product Designer/ Nextop↗:   Dubai/UAE | Mar 2024 - Present (1Yr, 8Mos)
Fintech Company, Specializing in Crypto, B2B, B2C, Web & Mobile

- Led a team of 5 designers to redesign TopChange↗, ensuring uninterrupted user accessibility during strict financial restrictions and driving a **$500K** revenue boost.
- Developed and implemented a scalable Design System and Strategy adopted across 3+ company products (Nextop, Pinicode↗, Coinigo↗), reducing design-to-development handoff time by **30%** and ensuring long-term UI/UX consistency.
- Enabled cross-product consistency and efficiency, contributing to **40%+** overall growth.

Product Designer/ Sharif University↗:   Jan 2023 - Jan 2024 (1Yr, 6Mos)
Educational Technology, Web & Mobile: 5,000+ students, 50+ schools

- Created an interactive mascot and adaptive design system that increased student engagement by 45% and improved teacher onboarding satisfaction by **28%** for the SandCat Educational Platform↗.
- Drove adoption across **50+** schools and **5,000+** students, positioning Sandcat as one of the fastest-growing digital learning tools in the region.

PM, Art Director/ Arya Stationery↗:   Remote/Germany | Oct 2020 - Dec 2022 (2Yrs, 3Mos)
Stationery Manufacturing, B2B, B2C, Web & Mobile: 15% sales increase, European expansionStationery Manufacturing, B2B, B2C, Web & Mobile: 15% sales increase, European expansion

- Promoted from Product Designer to Art Director and PM, driving strategic design and product initiatives.
- Expanded the company's presence in Europe by shaping its exporting brand (Fonzell↗) in Germany, competing with leading global stationery companies.
- Delivered a **15%** sales increase through the launch of new products and a redesigned website.

UI Designer/ Dornica: Jan 2019 - Sep 2020 (1Yrs, 9Mos)
CRM Software, B2B, Web & Mobile: 300% revenue growth

- Took over the lead design role for the T.I.S App CRM panel, delivering a high-fidelity Figma prototype that cut iteration cycles by **40%** and was presented directly to stakeholders by the CEO due to its production-ready.
- Elevated Dornica's credibility, securing large-scale national digital projects and generating notable new revenue for the company of approximately **+300%**.

Tools: Figma, Framer, Adobe Illustrator, Adobe Photoshop, Rive, Blender, Spline, Google Analytics, Lovable, Replit, Cursor	**Skills:** User-Centric Design, User Research, Prototyping, Usability Testing, Responsive Design, Optimization, Design Systems

Interests:

UX Design, HCI, Human-Centered Design, E-commerce, Saas, Web3, Crypto Design, Prototyping, AR/VR, No/Low-Code Design.

Education:

University of Tehran↗
Master's Degree in IT **(4/4 GPA)**
USTMB↗
Bachelor's Degree in IT **(2.8/4 GPA)**

Certificates:

Google UX Design Certificate(Online)↗
TOEFL IBT (85, B2)
Duolingo English Test (125, B2)↗