

Shayan Majidi

Senior Product Designer

CONTACT

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LinkedIn
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Dribbble
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Website
shayanmajidi.me

SKILLS

Design Tools

Figma, Sketch, Adobe XD, Illustrator,
Photoshop, Balsamiq

UX Design

User-centered design, User Research, User
Interviews, Design Management,
Information Architecture, Prototyping, User
Flows, Usability Testing

UI Design

Design Systems, Interaction Design, Visual
Design, Responsive Design, Accessibility,
Typography

Soft Skills

Communication, Problem Solving,
Collaboration

LANGUAGES

English

Professional

Persian (Farsi)

Native

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience leading end-to-end UX/UI design for SaaS platforms, e-commerce solutions, and B2B restaurant technology. Skilled in user research, design systems, product strategy, and data-driven decision-making. Known for delivering redesigns that enhance usability, increase adoption, and drive business growth. Highly collaborative, working closely with product, engineering, marketing, and customer-facing teams to ship scalable, high-impact solutions.

WORK EXPERIENCE

Senior Product Designer

Heli Technology | Full-time

Jul 2025 - Present

- Led end-to-end product design for Heli Studio website, delivering a visually engaging and user-friendly experience aligned with brand goals.
- Designed and implemented a Resume Optimizer tool, enhancing user experience and leveraging AI capabilities to improve resume content, style, and presentation.
- Redesigned and improved Heli Technology's main website, optimizing usability, accessibility, and overall user engagement.
- Collaborated closely with cross-functional teams including product, development, and marketing to ensure seamless execution of design solutions.

Senior Product Designer

Hamkaran System (Delino) | Full-time

Jun 2022 - Sep 2025

Delino operates three major restaurant-service products: Vendo, Delino, and Nahartime.

- Owned the redesign of Vendo, delivering fully customizable landing pages, menus, and checkout flows—boosting feature adoption by 30%+ and reducing restaurant setup time by 40%.
- Built and governed the Vendo UI Kit and design standards, improving design-engineering alignment and reducing delivery time by 30%.
- Designed Vendo Lite, enabling a simpler onboarding experience and contributing to a 10–15% increase in client activation.
- Led the PWA redesign for Delino, improving usability, navigation clarity, and performance—resulting in 20% higher task completion rates.
- Owned the Delino UI Kit and drove cross-platform consistency, helping reduce support tickets by 15–20%.
- Designed and optimized admin workflows for customer care, sales teams, and restaurant managers, increasing operational efficiency by 25%.
- Redesigned Nahartime landing page and weekly ordering flow, decreasing ordering time by 40% and increasing pre-order engagement by 20%.
- Collaborated in product management by writing PRDs, defining requirements, and coordinating with engineering to ensure smooth execution.

Product Designer

Qesse Studio | Full-time

Oct 2021 - Oct 2022

- Delivered UX/UI solutions for multiple client websites and apps, improving clarity and usability, resulting in 10–15% higher user engagement across projects.
- Streamlined design-development collaboration, reducing revision cycles by 20%.
- Conducted user feedback sessions to refine early designs and cut iteration time by 15%.

CERTIFICATIONS

Foundations of User Experience (UX)
Design - Google

Introduction to User Experience Design -
Georgia Institute of Technology

200h Product Design Bootcamp -
Designwrich School

Introduction to Front-End Web
Development - Shahid Beheshti
University

WORK EXPERIENCE

Product Designer

Hadeth | Full-time

Jul 2021 - Apr 2022

- Designed product flows and UX concepts for business development initiatives, improving overall task efficiency by 20%.
- Supported product direction through user insight gathering and rapid prototyping, shortening decision-making cycles by 10–15%.
- Contributed to branding and interface improvements that enhanced early user onboarding clarity.

Product Designer

Visa Centric | Full-time

Aug 2020 - Jul 2021

- Redesigned the company's digital presence across multiple regions, improving navigation clarity and increasing lead conversions by 25%.
- Developed consistent design identity and marketing visuals, boosting social media engagement by 30%+.
- Optimized WordPress website structure and UX, reducing bounce rate by 20% and improving mobile performance.

EDUCATION

MBA, Master of Business Administration

Islamic Azad University, Science and Research Branch

2021 - 2025

Bachelor's Degree in Microbiology

Islamic Azad University, Tehran Medical Branch

2016 - 2020