

Farshid Darvishi

Senior UX/UI Designer • User Experience Designer • Product Designer

Location: Kastamonu, Turkey

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SUMMARY

- **A creative and adaptable UX/UI designer** with over 15 years of experience revolutionizing digital experiences across diverse industries like e-commerce, dating, weight loss, astrology, blockchain, food delivery, and travel services.
- **A visionary problem-solver, adept at translating user needs into innovative design solutions** that merge functionality and aesthetic appeal, ensuring alignment with business objectives.
- **Proficient in developing comprehensive design systems** for each project, driving consistency and efficiency in interface design across varied ventures and platforms.
- **Recognized for exceptional multitasking skills**, seamlessly managing multiple projects simultaneously while meeting deadlines consistently. Known for delivering high-quality, user-centric designs that navigate the complexities of fast-paced environments.

RECOMMENDATION

"I had the pleasure of collaborating with Farshid for nine months on the design of Flavor App, a sophisticated consumer application for meal discovery and planning. Throughout our project, every user feedback session highlighted the exceptional user experience."

Farshid is not only smart and skilled but also a fantastic teammate. I'm truly grateful for the opportunity to have worked alongside him.

If you need an experienced and reliable designer, I highly recommend Farshid. Please feel free to contact me if you would like more detailed feedback or a reference before working with him."

— Stergios C. Dikos

Flavor App | Food Discovery Magic

[More Recommendations](#)

AREAS OF EXPERTISE

- | | | |
|--------------------------|----------------------------|-----------------------|
| ▪ User Experience Design | ▪ User Interface Design | ▪ Design System |
| ▪ User-centric design | ▪ Prototyping | ▪ Wireframing |
| ▪ User Research | ▪ Information Architecture | ▪ User flow |
| ▪ Usability Test | ▪ Design Sprint | ▪ Agile Methodologies |

WORK EXPERIENCE

Senior Product Designer

Jaumo, Göppingen, Germany (Remote)

March 2025 - present

Senior Product Designer

HostAI, San Francisco, US (Remote - Part-time)

October 2024 - April 2025

Freelance UX/UI Designer

Self-Employed, Kastamonu, Turkey (Remote)

October 2019 - April 2025

- **Orderiforce:** Designed business management system app, redesigning POS and rider app, (work in progress)
- **PanzaRobotics:** Designed robot management platform (work in progress)
- **Velocia's Self-Serve Dashboard:** Spearheaded user-centered design solutions, resulting in a 60% enhancement in agency and tenant management processes.
- **Berlin Events Weekly Collaboration:** Collaborated closely with the Berlin Events Weekly team to implement innovative design strategies that significantly enhanced user experience and engagement metrics.
- **Diverse Project Portfolio:** Accomplished various successful projects across multiple sectors, showcasing adaptability and expertise in delivering top-notch design solutions.

Senior UX/UI Designer

Flavor App, San Francisco, US (Remote)

Nov 2022 - Aug 2023

- **Revolutionized Navigation and Searching Experience:** Devised an innovative search and navigation system, redefining the experience for discovering restaurants and tables within the app's framework.
- **Video-Based User Experience:** Leveraged a video-centric approach akin to TikTok and Instagram, tailoring the dining sector's app experience for user preferences and engagement.
- **Collaborative User Testing & Solution Discovery:** Spearheaded prototype development while collaborating with Stergios (founder), conducting user interviews and comprehensive usability tests. Jointly identified and implemented pioneering design solutions for an optimized user experience.
- **Search Challenges Overcome:** Resolved complex search and navigation issues via brainstorming and rigorous testing for a seamless user experience.

Senior Product Designer

Socialteq, Qatar, Doha (Remote)

May 2020 - Oct 2021

- **Performance-Driven Design for Rafiji:** Employed data-driven insights and analytics to inform design decisions for the Rafiji mobile application, resulting in a 30% increase in user engagement and a 20% boost in conversion rates from homepage to checkout.

- **Iterative Optimization for 1Sell.com:** Employed analytics to reduce bounce rates by 25% and improve user retention by 40% within six months.
- **Collaborative Design Excellence:** Orchestrated cohesive teamwork with my wife across conceptualization, wireframing, and final product execution for various projects.

Senior Product Designer

license.rocks GmbH, Germany, Berlin (Remote)

Apr 2020 - Oct 2021

- **NFT Dashboard Development:** Spearheaded an all-inclusive dashboard enabling NFT creation, leading to a 25% increase in user engagement and a 30% rise in successful transactions.
- **Design System Establishment:** Established a comprehensive design system, enhancing Front-end engineers' efficiency by 20% and minimizing inconsistencies across platforms by nearly 90%. This streamlined design and iteration processes, improved efficiency by 30%.
- **Iterative UX/UI Refinement:** Iteratively refined UX/UI based on analytics, boosting user satisfaction scores by 20% and reducing error rates by 15% in the complex blockchain ecosystem.

Supervisor of Product Design Team

SnappTrip, Tehran, Iran

Mar 2019 - Sep 2019

- Mentored new joiners and junior designers, providing guidance and support for task-related issues.
- Supervised design systems and tasks, including guiding designers from other ventures in establishing their first design systems.
- Redesigned services within the Snapp super app guidelines with a team of 20+ designers.

Product Designer

SnappTrip, Tehran, Iran

Apr 2018 - Mar 2019

- Led the design of the B2B product after restructuring teams, employing extensive research and developing a comprehensive design system.
- Transferred to the B2C team, increasing hotel visit-to-request rates by 3% through product restructuring.

UX/UI Designer

SnappTrip, Tehran, Iran

May 2017 - Apr 2018

- Initiated the creation of design resources and addressed inconsistencies in designed pages, subsequently developing the first version of the design system for Snapp groups after the release of the Sketch app's libraries feature.

> *More experiences are on LinkedIn*

EDUCATION

Google / [Google UX Design Professional](#)

2023-2024

Payame Noor University / Computer Software Engineering

2009 - (Incomplete), Tehran, Iran