Morteza Senfi

Product Designer

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I'm a data-driven product designer with over 10 years of experience in B2B, SaaS, Food Delivery, FinTech, and delivery ecosystems. My adaptability enables me to thrive across diverse industries and projects of any scale or complexity.

Experiences

Product Design Chapter Lead at SnappFood / Aug 2022 - Present

Food delivery marketplace (like uber eats)

Led high-impact product design initiatives at SnappFood, strengthening team foundations through the design ladder, workflows, DoD, and mentorship. Owned end-to-end design strategy across initiatives, from incremental UI updates to delivering a complete MVP dining app within four weeks.

Senior Product Designer at DigiPay / Dec 2021 - Sep 2022

Digital payments platform

Delivered smooth experiences for toll and internet package features, facilitated a design sprint for a loyalty club to unlock credit based on financial behavior, and led the end-to-end migration of the design system from Sketch to Figma.

Senior Product Designer at RoundTableApps / Aug 2020 - Dec 2021

Digital product development studio based in Sydney

Transitioned from individual contributor to leading three designers, contributing to 25+ B2B and SaaS products such as MailPlus (delivery), ResilienceBox (corporate mental health), and an AWS services monitoring platform, with strong 0–1 experience.

Product Designer at 1st e-commerce Eurasia / Oct 2014 - Aug 2020

B2B solutions (Iran's salesforce)

Delivered design solutions across CRM, B2B marketplace, VoIP, and B2B FinTech platforms over six years, resulting in a 4× improvement in conversion rate via website experience optimization.

Education

Bachelor, Computer Science (Dropped out) / University of Science and Culture / 2013 – 2015
Associate's degree, Computer Science / Shahid Beheshti Technical institute / 2011 - 2013
Diploma, Computer / Ghadami Technical High school / 2009 – 2011

Skills

Product Design · UX/UI · User Research · Design Systems · Usability Testing · Heuristic Evaluation · Figma · Prototyping · Stakeholder Management · Cross-functional Collaboration · Data-driven Design · Design · Research · Tools · Leadership