

# Morteza Senfi (Adrian)

## Senior Product Designer

### Summary

With over a decade of experience in the industry, I have developed a diverse skill set and a strong track record of success. Throughout my career, I have worked on a variety of projects across different sectors, including B2B platforms, FinTech applications, and food delivery applications.

In addition to my design experience, I have also worked with development companies to bring products to market. This has given me a unique perspective and the ability to understand the full product development lifecycle.

I am skilled in user experience design, user interface design, and user research, and am proficient in a range of design tools and software. I am a strong leader and have demonstrated the ability to manage design teams and deliver innovative solutions that meet the needs of my clients. I am a proactive and detail-oriented professional who is dedicated to delivering high-quality work and driving results.

### Experiences



#### Senior Product Designer / SnappFood!

Aug 2022 - Present • Tehran

I was responsible for leading the design process. I worked closely with cross-functional teams, including product managers, developers, and researchers, to understand user needs and create intuitive and aesthetically pleasing designs. My contributions included conducting user research, creating wireframes and prototypes, and iterating on designs based on user feedback. I am proud to have played a key role in the success of several high-profile projects during my time at SnappFood.



#### Senior Product Designer / MyDigiPay

Dec 2021 – Sep 2022 • Tehran

Digipay (part of Digikala Group) is working toward building payment products that offer easiest and secure by practice e-payment experience for individuals and businesses alike in Iran and in the region.

My Responsibilities were working on App experience (Data Gathering, Talking to users and etc.) and Accountable for Design System migration from Sketch to Figma.



#### Product Design Lead / RoundTableApps

Aug 2020 – Dec 2021 • Australia (Tehran Branch)

RTA is a startup factory and software development company; I lead the design efforts of innovative and user-centric software products. With a strong background in user research, design thinking, and visual design, I collaborate with cross-functional teams to turn complex problems into simple, elegant, and intuitive solutions.

As a leader, I believe in fostering a culture of empathy, creativity, and collaboration, and I work hard to build a team of talented designers who share my passion for design. I am dedicated to continuously growing my skills and staying ahead of the latest design trends and technologies.

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Tehran, Iran (Willing to relocate)

**See my Portfolio**

<https://mortezasenfi.com>



### Projects

#### Professional networking and career development Platform • Conzy (2022)

Businesses are built by teams, not ideas.

Building a team of talented members have never been easy. At Conzy, we offer the best solutions to find talented team members. Scaling a team will be more efficient with our system.

#### Community marketplace for group saling

• Taskulu (2020)

An enterprise eCommerce Application with focusing on Communications.

#### SMSi • IMMS AU (2018)

SMSi is a cloud-based system enabling asset management teams to manage their shutdowns, turnarounds, and projects efficiently and effectively.

### Skills

#### Design:

UI Design • Strategy & vision presentations • User flows • Concept Design • Wireframes & mock ups • Motion design with After Effects

#### Prototyping:

Rapid prototyping using Figma/Protopie • Interactive flow with HTML/CSS/ JS

#### Research:

User-centered Design • Data analysis • Task analysis • A/B Test • Lean UX • Design Thinking Process

#### Tools:

Figma • Sketch • Photoshop • Illustrator • Firebase



## UI-UX-Product Designer / First Eurasia E-commerce

Oct 2014 – May 2022 • Tehran

I participated on 4 projects: Financial application (Poolkhord), B2B Market Place (1st), CRM Software (PayamGostar), VoIP Software (AloVoip). In addition, I designed 6 website and more than 40 Landing pages.

Designed and validated workflows and interfaces through iterations. Collaborated with multiple roles to drive alignments.

Brainstormed and crafted multi-platform websites and applications for various projects in B2B and SaaS industry.

Worked closely with product, engineering, growth, marketing, and sales to ship numerous projects across renter and landlord products on web apps and mobile web as well as marketing and internal needs.

Our team uses Axure RP for interaction wireframing and user testing on wireframes in company's big projects.

Developed website redesign and improved conversions by 400%



## Co-Founder / UI Designer / DDP

Apr 2014 - Oct 2014 • Tehran



## Freelance Web designer

Jan 2011 - Feb 2014

## Education

### Diploma, Computer

Ghadami Technical High school  
2009 – 2011

### Associate's degree, Computer Science

Shahid Beheshti Technical institute  
2011 - 2013

### Bachelor, Computer Science (Dropped out)

University of Science and Culture  
2013 – 2015

## Qualifications

### User Experience Principles and Processes

University of Michigan (coursera)

### Understanding User Needs

University of Michigan (coursera)

## Languages

### English

IELTS 7 (Mock exam)

### German

A2 (institute)