

Shamim KALANTARAN

+33 6 44 01 14 28

contact@shamim-kalantaran.com

<https://www.linkedin.com/in/shamim-kalantaran/>

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Product designer with 8+ years of experience in tech, including 4 years in complex systems engineering, I work across diverse products (e-commerce, B2B, healthcare), from discovery to delivery, in close collaboration with PMs and engineering teams. I leverage AI to accelerate decision-making and maximize product impact.

Education

UX/UI Design Bootcamp

Ironhack Paris | Dec. 2020 — Feb. 2021

Design thinking, UX research, wireframing, prototyping, UX evaluation, design systems, branding

UX/UI Design Training

Elipse Formation | Sep. 2020

Design thinking, personas, card sorting

University Degree

Université Paris-Est Créteil | 2010 — 2016

Master's degree in Complex Systems Engineering

Languages

- English : fluent
- French & Persian : bilingual

Tools & Skills

- Figma
- Design systems
- Claude Code
- Lovable
- AI-assisted workflows
- User research
- Discovery
- Design specifications
- Agile sprints
- Notion/Linear

Senior Product Designer (UX/UI)

Professional Experience

Senior Product Designer (UX/UI)

Jolimoi | Since Jul. 2024

- Led discovery activities (interviews, usability tests, UX audits) and facilitated workshops.
- Designed and optimized key user flows (onboarding, checkout, business-critical flows), improving product performance across an e-commerce platform and a business application.
- Led the design system by structuring components and creating Markdown documentation usable by LLMs, facilitating developer implementation and improving product consistency.
- Integrated AI tools (ChatGPT, Claude) into design workflows to accelerate delivery and decision-making.
- Partnered with PMs to shape roadmap, guide product decisions, and support UAT, aligning execution with business goals (activation, conversion, retention).

UX/UI Designer

Havas Health & You Paris | Feb. 2022 — Mar. 2024

- Designed and improved digital products in a highly regulated pharmaceutical environment.
- Facilitated workshops and structured user journeys.
- Delivered low- and high-fidelity prototypes and optimized user flows.
- Contributed to the evolution of the design system and to improving interface accessibility.

Product Designer (UX/UI)

Fleet | Oct. 2021 — Feb. 2022

- Contributed to discovery through user research and needs analysis.
- Designed user journeys and prototypes in an agile environment.
- Conducted usability testing and iterations.

Content Creator

Freelance | Mar. 2020 — Oct. 2021

- Produced digital content for an eco-volunteering initiative.

ADAS Systems Engineer (Renault-Nissan)

Altran Technologies (Capgemini) | Oct. 2016 — Jan. 2020

- Analyzed AEB (Automatic Emergency Braking) use cases and wrote functional requirements.
- Trained teams on the DOORS tool.

Personal project — 2026

Designed and developed a portfolio website for an interior designer, with an admin interface enabling autonomous content management. AI-assisted development (Claude Code) and deployment via Firebase.