Morteza Alaee

Product Designer

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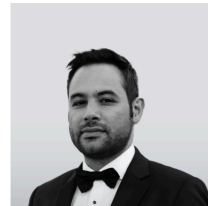
End to end Product Designer with a data-driven perspective, with 5+ years of experience crafting Customer-Centric solutions.

Proud of track record of increasing user satisfaction by 85% and engagement by 50% through innovative design and UX research.

WORK EXPERIENCE

Pinosell.bio 🔗   Feb 2023 - Present

Product Designer | Estonia | Remote, Full Time

IOS and Android | 🎨 Figma, 💬 Slack, 🟫 Miro, 📊 Google Analytics, 🅲 Clarity, 📌 Jira, 📑 Notion

Pinosell is a B2B SaaS platform that simplifies the complexities of e-commerce for SMB's.

- Conducted comprehensive user research, user interviews, and product analysis to simplify e-commerce complexities, streamlined customer journey and improved usability by 30%.
- Collaborated closely with cross-functional teams in agile sprints to manage deliver scalable design solutions and KPIs resulting in a 13% increase in user engagement.
- Led innovative wireframing and prototyping efforts, achieving a 17% increase in user satisfaction by leveraging and evolving the existing design system.
- Leveraged A/B testing, research, and feedback to continuously validate and refine design decisions, ensuring a user-centered experience.

Firstbite 🔗   Apr 2023 - Aug 2023

Design lead | San Francisco, USA | Remote, Freelance

Android | 🎨 Figma, 🅰 Adobe suite, 🅿 Adobe Premiere, 📄 Google docs, 📌 Jira, 📹 Meet

B2C dating app that fosters meaningful connections through innovative matching approach.

- Guided and mentored the design team to redesign an MVP, leveraging problem-solving skills to meet stakeholder expectations and enhance user engagement by nearly 50%.
- Conducted in-depth competitive analysis and user research to develop a new, engaging user experience for the dating app platform.
- Applied design thinking principles to iteratively refine wireframes, prototypes, and UI designs, resulting in a 30% increase in user engagement.
- Conducted inclusive user testing with diverse participants across sexual orientations to refine UX writing, ensuring respectful, non-offensive language and privacy-conscious design.

Joiny.ai   Nov 2022 – Feb 2023

UX Researcher | San Francisco, USA | Remote, Freelance

Web3 | 🎨 Figma, 💬 Discord, 📄 Google docs, 📑 Notion, 🅰 Adobe XD

Joiny is an AI based SAAS, regarding self management and organization.

- Led extensive qualitative and quantitative research efforts focused on AI exploration and concept development for an early-stage startup's product creation.
- Collaborated with AI engineers and stakeholders to evolve the concept and main problem, amplifying the value and impact of the product.

Sharp Fork Apps 🖉

Jan 2022 — Nov 2022

UI Designer | Lisbon, Portugal | Remote, Freelance

IOS | 🎨 Figma, 🅟 Adobe Photoshop, 🅐 Adobe Illustrator, 🅟 Adobe Premier, 🅢 Skype

An app for creating engaging and aesthetic visuals tailored for iOS themes.

- Ensured design consistency across Sharpfork's product as a Design System Designer, with meticulous attention to details like margins and alignment and UI elements.
- Create compelling visual content including sketches, layouts, UI assets, and videos to enhance user engagement.
- Researched market trends and color palettes to design trendy iOS themes, enhancing user engagement and driving downloads.

Zetla-Tech

Feb 2019 — Oct 2022

UI UX Designer | Rome, Italy | Co-Founder, Full Time

Wordpress, Jumla | 🅐 Adobe suite, 🎨 Figma, 🅟 Adobe Photoshop, 🅐 Adobe Illustrator

Web agency specializing in enhancing companies' e-commerce capabilities and online presence.

- Specialized in developing ecommerce solutions for small businesses post-COVID, focusing on enhancing competitiveness in the market.
- Optimized user experience within checkout pages to reduce bounce rates and improve customer satisfaction.
- Created user-centered content strategies to enhance overall customer retention and satisfaction.

Noody 🖉

Apr 2018 - Feb 2019

Internship Designer | Full-time

Android | 🅐 Adobe suite, 🎨 Figma, 🅟 Adobe Premiere, 🅢 Skype

Noody provided a safe and engaging social media platform for children to connect, participate in challenges, and learn through interactive games.

- My experience at Noody was an exciting introduction to product design.
- Conducted extensive research and developed the design system during my tenure at Noody, laying the foundation for product design expertise.
- Advanced to designing key features and creating wireframes to optimize product functionality, expanding my role in product development.

EDUCATION

ABA, Rome, Italy	Bachelor of Art in Fashion design	2012 - 2017
Azad University, Iran	Bachelor of Science in Mining Engineering	2005 - 2011

LANGUAGES

English (C1 - Fluent), **Italian** (C1 - Fluent), **German** (A2 - Beginner), **Farsi** (Native - Mother tongue)

ADDITIONAL DETAILS

3 years of experience in sales in Sophia Leather Boutique in Rome, Italy. 4 years of experience as an engineer in PTP, Tehran, Iran. High social skills, Very much into sports, specially football.

Certificates: 🅖 Product design, 🅖 UX design course, 🅐 suite, 🎨 Figma Advance course