

Afshin Esmaeili | Product Designer

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EXPERIENCE

Colang LLC Group | Product Designer

Sep 2022 – Present | Atlanta, GA

- Own end-to-end product design across two consumer brands, translating customer needs and business goals into user flows, prototypes, and detailed web and e-commerce interfaces.
- Designed Persian Basket's meal and grocery ordering experience, clarifying rotating menu offerings and simplifying shopping flows. Following launch, average daily orders increased from approximately 100 to 180.
- Partner with engineering and cross-functional stakeholders to define requirements, evaluate tradeoffs, and refine experiences through customer research, usability testing, and A/B testing.
- Build and maintain design systems with reusable components and interaction patterns, supporting consistent experiences across both brands as their products evolve.
- Integrate brand identity with interaction and visual design to communicate offerings clearly and help customers move from discovery to ordering.
- Use AI tools to support research synthesis, explore design alternatives, and prototype concepts, reviewing outputs against customer needs and design standards.

MTN Group | Visual Experience Designer

Sep 2016 – Aug 2022 | International Markets | Remote

- Designed customer journeys across web, mobile, and a retail network of 12,000+ locations, making complex telecom products and services easier to understand and navigate.
- Translated customer insights and business requirements into journey maps, wireframes, prototypes, and detailed interfaces for national product and service launches.
- Collaborated with product, engineering, analytics, and customer-facing teams to identify friction and align experiences across digital and in-person touchpoints.
- Developed reusable UI patterns and visual standards to support consistency across digital products, retail environments, and launch materials.
- Connected brand storytelling with information hierarchy and visual design to clarify product offerings throughout the customer journey.

MTN Group | Graphic Specialist

Jul 2013 – Sep 2016 | International Markets | Remote

- Created brand, digital, packaging, and retail materials for national initiatives across 12,000+ locations, communicating telecom offerings clearly and consistently.
- Improved creative and production workflows, reducing turnaround time by 40% and saving more than 200 hours per quarter.
- Developed reusable templates and visual guidelines with marketing, product, and production teams, supporting consistent execution and more efficient delivery.

EDUCATION

MA, Advertising & Digital Communication

Savannah College of Art and Design (SCAD)

MFA, Graphic Design

Art & Architecture Azad University

Professional Diploma in UX Design

UX Design Institute

MBA

University of Tehran

SKILLS

- End-to-End Product Design
- Interaction Design
- Visual Design
- Customer Journey Mapping
- User Research
- Usability Testing
- Wireframing
- Prototyping
- Design Systems
- Responsive Design
- Accessibility
- A/B Testing
- Brand Integration
- Cross-Functional Collaboration

TOOLS

- Figma
- FigJam
- Webflow
- Photoshop
- Illustrator
- After Effects

AI Tools

- ChatGPT
- Claude Code
- Figma AI
- Codex