

Mahdi soltanmohamadi

Product Designer

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SUMMARY

UI/UX Designer with 5+ years of experience in user-centered design, interface design, visual design, usability, and digital product design. Experienced in creating intuitive, responsive, and scalable user interfaces, design systems, wireframes, prototypes, and user flows that improve usability and overall user experience. Strong understanding of UI/UX principles, interaction design, accessibility, and brand identity, with a proven ability to maintain consistent visual systems across digital products. Skilled at combining user needs, business goals, and visual aesthetics to deliver clear, engaging, and effective digital experiences.

EXPERIENCE

FREELANCE — *UI/UX*

October 2021 - February 2023

- Orchestrated UI design for digital platforms centered on e-commerce and art, merging visual appeal with user practicality.
- Created and managed a unified design system to enhance the design workflow across various projects..
- Performed user research and A/B testing to enhance interface responsiveness and boost customer interaction

Baduno, Tehran — *Senior UI/UX*

September 2023 - February 2024

- Designed dashboards and interactive interfaces for creative and design tools
- Focused on layout systems, typography, and visual hierarchy to enhance user clarity
- Worked closely with product teams to iterate based on feedback and analytics.

Odico, Netherlands — *Product Design*

February 2024 - Till Present

- Designed user-focused solutions from concept to handoff.
- Collaborated with teams to define and refine product features.
- Improved UX through testing and iterative design.

Projects

ONOMIS Dashboard — *Co-Founder & Lead Product Design*

October 2023 - Present

- Designed a multi-purpose enterprise dashboard platform for commercial distribution, focusing on intuitive user flows, scalable interfaces, and complex business applications.
- Collaborated closely with front-end and backend developers to translate product requirements into clear, functional, and visually consistent user experiences.
- Contributed to product planning and feature prioritization by identifying user needs, improving workflows, and turning business requirements into practical design solutions.
- Created scalable UI systems with reusable components, consistent patterns, and clear design standards to maintain a cohesive experience across the product.
- Designed interfaces for complex workflows, dashboards, and data-heavy experiences while keeping usability, accessibility, and visual clarity at the center of the process.
- Worked closely with development teams throughout implementation, reviewing designs, resolving UI issues, and ensuring the final product stayed aligned with the intended user experience and design system.

Skills

Visual Design

Usability Testing

UX Research

User Personas

Wireframing and Prototyping

Interaction Design