Mostafa Farhadizadeh

Product Designer

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Summary

Product Designer with 8+ years of experience across E-commerce & Marketplaces, Crypto, HealthTech, Service Platforms, and EdTech. Experienced in designing diverse digital products and collaborating with cross-functional teams to create user-centered solutions aligned with product and business goals.

Experience

BSLA Technologies
Product Designer | Remote | Full-time | 2024 - Present

Worked on 4Sough, a multi-sided marketplace startup built for the Afghan market, covering customer-facing experiences, seller tools, and admin operations across web and platform interfaces.

- Conducted user research, interviews, product analysis, and usability testing.
- Analyzed and improved user flows across Customer, Seller, and Admin platforms.
- Designed UI and end-to-end experiences for key features and workflows.
- Managed the design system and collaborated with cross-functional product teams.

Novin Tether
Product Designer | Contract | 2025

Worked on the redesign of Novin Tether, a launched USDT trading platform, focusing on improving core flows, expanding key features, and modernizing the overall user experience.

- Conducted competitor analysis, product research, and UI redesign.
- Simplified key user flows to improve clarity and usability.
- Designed major features including Limit Orders, Video KYC, and P2P trading.
- Created and maintained the product's design system.

The Amazing Hedgehog Galaxy
Product Designer | Contract | 2025

A storytelling app for children aged 5–10, designed to make reading more engaging through interactive and immersive experiences.

- Conducted competitor analysis, stakeholder interviews, user research, and UI design.
- Designed engaging reading journeys focused on storytelling, interaction, and visual appeal.
- Created key features including audio stories, interactive storytelling, and character messaging.

Hamta
Product Designer | Contract | 2025

A digital marketplace for laptops, mobile devices, and accessories, with a focus on designing the Seller and Admin platforms from the ground up.

- Conducted user research and defined key user flows across both platforms.
- Designed end-to-end experiences for order, product, and operational management.
- Created the UI for both Seller and Admin panels from scratch.
- Collaborated on the full product design process from structure to final interface.

Zaam Design
UI, UX Designer | On Site . Full-time | 2019 - 2023

A web and application design company where I worked on diverse digital products, including e-commerce, dashboards, applications, and service-based platforms.

- Designed UI/UX for web and application projects across various industries.
- Worked on e-commerce, management dashboards, and service-based platforms.
- Collaborated with designers, developers, and cross-functional teams.

Skills

Product Design: UX Design, UI Design, Interaction Design, Responsive Design, Prototyping
Research & Strategy: User Research, Competitive Analysis, Usability Testing, Information Architecture
Design Systems: Component Libraries, Design Tokens, Auto Layout, Variables

Education

Bachelor's Degree in Graphic Design — Art University of Isfahan | 2018 - 2023