

EHSAN DARBANDI

Senior Product Designer • AI Experiences • Enterprise • Fintech & Healthcare

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PROFESSIONAL SUMMARY

Senior Product Designer with over nine years of experience transforming complex enterprise, fintech, and healthcare systems into successful products. Skilled at making AI solutions trustworthy and intuitive. Holds an MBA in design strategy and excels in high-quality execution, 0-to-1 product development, building design systems from the ground up, and collaborating closely with PM and engineering teams for clients such as Coca-Cola, TIAA, and Cigna.

PROFESSIONAL EXPERIENCE

Infosys | San Francisco / Boston / Remote 2022 – 2025

Senior Product Designer

Nuveen / TIAA — Financial Services CRM & Client Onboarding

- Led end-to-end redesign of the client onboarding platform; drove a step-change in usability through restructured information architecture, progressive disclosure, and clearer task flows informed by user testing.
- Built the team's first design system from scratch — reusable components, shared documentation, and design tokens — eliminating a class of inconsistency errors and meaningfully accelerating design and engineering velocity.

Cigna — Hospital Contract Management Product

- Redesigned a data-dense contract management product used by operations teams to negotiate hospital contracts; restructured information architecture and core interaction patterns based on usability findings showing where users lost track of workflow state.
- Shipped to pilot with 4 active teams and expansion to 2 additional regions; users specifically called out the new workflow as a major time-saver and a step forward for cross-team collaboration and data access.

Coca-Cola — Nexus AI

- Designed Nexus AI, an internal conversational AI product. Inherited an engineering-built tool with no coherent interaction model and defined the end-to-end experience across multiple surfaces, grounded in competitive research and discovery.
- Rolled out to early access with steadily growing sign-ups and a strong signal from senior leadership, the design system established here became the standard for all subsequent Coca-Cola AI products.

Blue Shield of California — Mail-Order Pharmacy & Patient Health App

- Designed the end-to-end flow introducing a new mail-order pharmacy service on the Blue Shield site — including member discovery, sign-in, and onboarding experience.
- Contributed to discovery, design, and prototyping for a patient health app focused on activity, health monitoring, and preventive care.

Southern California Edison — Consumer Self-Service

- Redesigned core self-service features for a large-scale consumer platform; partnered with PM and engineering in Agile to ship features that successfully shifted customer interactions toward digital channels.

Punchbird | San Francisco 2016 – 2022

Product Designer

Legend — Institutional Investment Platform (0→1)

- Sole Product Designer for a zero-to-one institutional investment platform; owned research, information architecture, interaction design, and high-fidelity UI end-to-end.
- Conducted research with professional investors to ground the experience in real decision-making workflows; validated designs directly with institutional partners at Fidelity and Carta.

Scale Builders — B2B Construction Marketplace (0→1)

- Founding Product Designer for a B2B/consumer construction marketplace; designed onboarding, core workflows, and task flows through to engineering handoff.
- Ran multi-fidelity usability testing to de-risk decisions before engineering investment; design work directly contributed to the company securing seed funding.

Fazad Studio | Tehran, Iran 2010 – 2016

Co-Founder & Design Director

- Founded and scaled the studio to a team of 8, directly managing 4 designers across concurrent engagements; reached a recognized market position within the first year.
- Led the full design lifecycle on 10+ residential and interior projects with budgets from \$500K to \$8M — over \$35M in total project value under design direction.
- Owned client strategy, scoping, and delivery across 20+ client relationships; reached a referral-driven growth model within 18 months of founding.

SKILLS

Product Design: End-to-End Product Design, Consumer Web & Mobile, E-Commerce, Financial Product Design, Interaction Design, Information Architecture

Design Process: User Research, Usability Testing, Task Flow Analysis, Wireframing, Prototyping (all fidelities), Storyboarding, Product Audits, Competitive Analysis

Visual & Systems Design: High-Fidelity UI, Visual Design, Design Systems, Component Libraries, Design Tokens, Accessibility (WCAG 2.1)

Tools: Figma (Expert), Sketch, Adobe Creative Suite, Protopie, Framer

Collaboration: Cross-Functional Storytelling, Design Critique, Agile/Scrum, Stakeholder Alignment, PM & Engineering Partnership

EDUCATION

California College of the Arts — MBA in Design Strategy, San Francisco, CA | 2017 – 2019

Sooreh University of Fine Arts — Bachelor of Architecture, Tehran, Iran | 2008 – 2011

AWARDS

2nd Place — Iran Pavilion, Expo 2015 Milan | Iran International Exhibitions (International Competition)

2nd Place — Reimagining Bazar Experience | International Center of Education & Academic Research of Italy