

MAHDIEH MOVAHEDI

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience designing user-centered digital products across healthcare, fintech, e-commerce, insurance, Web3, education, hospitality, and SaaS. Leads end-to-end product design from research and problem framing through interaction design, prototyping, design systems, validation, and engineering handoff, translating complex business requirements into scalable experiences.

CORE EXPERTISE

Product Design: Product discovery, information architecture, user flows, wireframing, interaction design, prototyping, usability testing, responsive design

Systems & Delivery: Design systems, accessibility, design documentation, developer handoff, stakeholder alignment, cross-functional collaboration

Research & Tools: User interviews, competitive analysis, benchmarking; Figma, Sketch, Adobe XD, Zeplin, Jira, Miro, Illustrator, Photoshop

EXPERIENCE

Axtiq | Senior Product Designer

Feb 2026 - Present

- Lead end-to-end product design for international healthcare, hospitality, and SaaS clients, converting complex requirements into research, user flows, interactive prototypes, high-fidelity interfaces, and developer-ready specifications.
- Built and maintain Axtiq's open-source design system, establishing reusable components, design tokens, interaction patterns, documentation, and accessibility standards to improve consistency and scalability across products.
- Designed an AI-powered mobile health companion's onboarding, nutrition tracking, and engagement flows, contributing to a 24% increase in daily active users; redesigned multi-role hotel-booking journeys, reducing usability friction by 31%.
- Serve as a part-time Product Design Mentor (Jul 2026 - Present), guiding aspiring designers through UX research, interaction design, systems thinking, critiques, portfolio development, and real-world product challenges.

Elegant Hoopoe | Senior Product Designer

Mar 2025 - Mar 2026

- Led the end-to-end design of Hoopoe EMR for clinics in the UAE and UK, covering patient records, appointments, staff, billing, inventory, and administration.
- Simplified role-specific workflows for doctors, receptionists, operators, and administrators while building a reusable design system with components, tokens, interaction patterns, and documentation.
- Designed Hoopoe Diet, an AI-powered nutrition and wellness product featuring meal recognition, calorie estimation, personalized plans, exercise, hydration, sleep, and habit tracking.
- Partnered with product managers, engineers, and stakeholders to translate business and clinical requirements through research, wireframing, prototyping, and high-fidelity design.

TenzuMusic | Senior Product Designer

Mar 2023 - Jan 2026

- Led product design for a music-equipment e-commerce experience and digital music education platform, shaping customer journeys across commerce and learning.
- Designed product discovery, search and filtering, product detail, cart, checkout, account management, course discovery, content navigation, progress tracking, and student dashboards.
- Built a scalable design system and produced information architecture, user flows, wireframes, prototypes, responsive interfaces, and implementation documentation for product, business, and engineering teams.

EXPERIENCE - CONTINUED

Saba Tamin | UI/UX Designer

Jul 2022 - Nov 2023

- Designed multiple financial and capital-market products, turning complex, data-intensive workflows into clear dashboards, portfolio-management interfaces, trading journeys, reporting tools, and data visualizations.
- Built and expanded a shared design system with reusable components, standards, and interaction patterns, improving consistency and design-to-development delivery across applications.
- Created user flows, wireframes, interactive prototypes, high-fidelity interfaces, and implementation-ready specifications with product, business, and engineering teams.

Ramzinex | Product Designer

Jan 2022 - Nov 2022

- Designed the end-to-end experience for an NFT marketplace, including asset and collection discovery, wallet connection, listings, bidding, transactions, and digital-asset management.
- Conducted user research and competitive benchmarking across NFT platforms to identify usability gaps, emerging interaction patterns, and differentiation opportunities.
- Translated findings into clearer navigation, information hierarchy, pricing, ownership, and transaction states while collaborating with product managers, engineers, and stakeholders through delivery.

ADDITIONAL PRODUCT DESIGN EXPERIENCE

Vitech | Product Designer

Dec 2024 - Mar 2025

- Redesigned the company website and event-registration platform, improving information structure, usability, responsive behavior, and engineering handoff.

Techtick | Product Designer

May 2022 - Nov 2022

- Redesigned the agency website and refined its design system with reusable components and consistent responsive patterns aligned with business and technical requirements.

ArashWeb | Product Designer

Oct 2021 - Mar 2022

- Designed a UK car-rental platform, gaming application, and corporate website; research and customer surveys informed booking-flow improvements associated with an estimated 30% reduction in support calls.

EDUCATION

Shahid Rajaei Teacher Training University (SRTTU) | Computer Engineering

Mar 2019 - Jun 2023

PROFESSIONAL DEVELOPMENT

Product-Led - Pendo.io (May 2024)

Product Design - Rahnema College (Aug 2021 - Nov 2021)

UX Design - Rahnema College (Aug 2021)

User Experience Design Essentials (Oct 2020)

LANGUAGE

English - Upper-Intermediate