

Ooldooz Bahavar

Product Designer

CONTACT

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PORTFOLIO

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PRODUCT & UX

- Product Thinking
- User Research & Usability Testing
- User Flows & Journey Mapping
- Information Architecture
- Design Systems & Component Libraries
- Competitive Analysis & Benchmarking

DELIVERY

- Usability Test Scenario Design
- Implementation Review & UX Feedback
- Design-to-Development Handoff
- Documentation & Design Specifications
- Cross-functional Collaboration

TOOLS & ANALYTICS

- Figma · Miro
- Hotjar · Google Analytics · Microsoft Clarity
- Trello · GitHub

AI WORKFLOW

- ChatGPT · Claude · Figma Make · Codex
- Independent review and validation of AI-assisted outputs

VISUAL DESIGN

- Adobe Illustrator
- Adobe Photoshop

EDUCATION

Master's Degree in Graphic Design
(Grade A)

Faculty of Arts and Architecture Azad
University, Central Tehran Branch
2013–2016

PROFESSIONAL DEVELOPMENT

- Product Management — Aansoo Academy, 2023
- Foundations of UX Design — Google / Coursera, 2022
- User Research, UX Writing, UX Evaluation & Information Architecture — Docent Academy, 2020

SUMMARY

Product Designer with 5+ years of experience in UX and product thinking, translating user and business problems into clear, practical product solutions. I apply modern product tools and AI-assisted workflows to accelerate research and delivery while retaining ownership of key product and design decisions.

EXPERIENCE

Founder & Product Designer

Case Builder — JSI Lab Product Sprint
Jul 2026 – Present · Remote · (1 mo)

- Took the product from concept to a working solution in a two-week sprint, owning product direction, scope, priorities, and key design decisions.
- Used AI-assisted workflows and Figma Make to accelerate exploration, prototyping, documentation, and implementation tasks.
- Worked with a developer through implementation, reviewing flows and interactions and validating the end-to-end experience through scenario-based and usability testing.

Product Owner

Dr AI — Care724
Jun 2025 – Feb 2026 · Remote · (9 mos)

- Led discovery across problem framing, scope definition, and solution exploration, translating ambiguous user and business needs into clear product problems.
- Evaluated trade-offs across user impact, technical feasibility, and product constraints to support prioritization and product decisions.
- Worked with engineering and product stakeholders to structure requirements into actionable initiatives and documented decisions for aligned delivery.

Product Designer

ScalesOps — Petabad
Jan 2024 – Aug 2024 · On-site · (8 mos)

- Investigated checkout friction using Hotjar and Google Analytics after marketing reports indicated approximately 60% cart abandonment, identifying issues across key flows.
- Refined and prototyped shopping, navigation, and login improvements, validating design directions through usability testing.
- Collaborated with engineering and marketing to translate findings into feasible improvements and support implementation quality.

UI/UX Designer

Martian Code, Inc.
Jun 2022 – Nov 2023 · Remote · (1 yr 6 mos)

- Analyzed Hotjar and Microsoft Clarity data to identify usability gaps and prioritize UX improvements.
- Collaborated with the Product Manager to clarify requirements and designed end-to-end flows and interfaces through developer handoff.
- Iterated on implemented experiences based on feedback and usability findings, balancing product needs and technical constraints.

Freelance UI/UX Designer

Independent Projects
Jan 2019 – Apr 2022 · Hybrid · (3 yrs 4 mos)

- Conducted user research, focus groups, competitive analysis, and benchmarking to identify user needs and product opportunities.
- Translated complex requirements into user flows, wireframes, interfaces, and design specifications, and reviewed implemented experiences for usability.

ADDITIONAL EXPERIENCE

Teaching Assistant & UI Design Mentor

Theehsanez
Nov 2024 – Apr 2025 · Remote · (6 mos)

- Mentored designers through hands-on UI projects, providing practical feedback and guidance.

Senior Graphic Designer

Bachehaye Aseman
Jan 2018 – Sep 2019 · On-site · (1 yr 9 mos)

- Designed and delivered national campaigns and digital/print assets across websites, publications, airport media, and IRIB.