





PERSONAL INFORMATION



Milad Safarzadeh

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Date of birth 21/09/1989

POSITION

Product UX/UI Designer

WORK EXPERIENCE

15/05/2019–Present

UX Designer

Cafe Bazaar, Tehran (Iran)

With more than 40 million users, Cafe Bazaar is a leading consumer internet company in Iran that runs the first and the most popular smartphone application marketplace. Divar, One of the most famous Cafe Bazaar's products, is the largest and fastest growing mobile-first general classifieds in Iran with +25 Million MAU and +500k daily listings which I started working in recently. Active listing's value on #Divar is almost 6 percent of Iran's GDP. Cafe Bazaar value is estimated at €380 million. Halfway to Unicorn status.

→ https://en.wikipedia.org/wiki/Cafe_Bazaar

01/03/2013–01/04/2019

Senior UX/UI Designer

GreenWeb

No7,4th Floor,Persian Gulf Business Complex,Khayyam Crossing, Mashhad (Iran)

<http://greenweb.ir>

GreenWeb (Samaneh Novin Co Ltd.) is one the largest IT companies in Khorasan Province (Iran), established it's activities in 1990, with the aim of developing new services of Information Technology, Including Web Design & Development, Digital Marketing, Web & Cloud hosting services to promote Businesses on the World Wide Web.

Main responsibilities:

- Executing interaction design and delivering production-ready visual designs.
- Creating user interfaces and user experiences across desktop and mobile.
- Developing and maintaining design wireframes (basic mock-ups of applications), flow diagrams, prototype, and specifications.
- Conducting competitive analyses of other websites.
- Taking part in the conceptual development and design of the other products of the company.
- Creating Measurement plan, auditing existing analytics implementations, creating conversion funnels, reports and implementing the best web analytics practices for the company's products.
- Building and customizing Google Analytics and Tag Manager implementations.
- Running A/B Tests, remote and on-site usability tests to spot the pain points of the products.

During the past 5+ years, I could push the company toward using the best web design & development tools and a better process in the design department. I pushed the company to initiate small UX efforts in the past years to improve their Corporate UX Maturity and move on the the next stages of the UXMM.

10/03/2013–03/05/2019

Product UX/UI Designer

IranServer, Mashhad (Iran)
<http://iranserver.com>

IranServer is in one of the top web hosting providers in Iran. Serving more than 4000 businesses. IranServer provides reliable, scalable and affordable web hosting services that enable Organizations, small- and medium-size companies to successfully grow their businesses.

Main responsibilities:

- Creating user interfaces and user experiences across desktop and mobile.
- Creating Measurement plan, auditing existing analytics implementations, creating conversion funnels, reports and implementing the best web analytics practices for the company's products.
- Improving Client's Portal and spotting the bottlenecks and pain points and improve them.

In the past 4+ years, I have redesigned the client's portal and improved the overall User Experience of the website. I have also optimized the conversion rates.

05/08/2015–05/08/2017

Remote UI Designer & iOS Developer

GreenHost IVS
Dronning Olgas Vej 20b,1. 2000 Frederiksberg, Copenhagen (Denmark)
<http://greenhost.com>

Remote Part-time – GreenHost IVS deploy proper solutions that fit your business by offering Cloud hosting solutions, Web & Mobile Applications, Digital Marketing, and online integrative services.

Main Responsibilities:

- Designing User Interfaces for web & mobile.
- Designing & developing iOS mobile applications.

See apps developed on **App Store**.

01/11/2017–15/12/2017

Remote Part-time UI Designer

Snapp, Tehran (Iran)
<http://snapp.ir>

Snapp is a ride-hailing company known as Iranian Uber from Tehran. Snapp is seizing its chance to become the leading local player.

I've been working remotely as a part-time designer helping Snapp tech team design their tech career landing pages.

01/11/2014–15/05/2015

Part-Time Visual Designer & UX Consultant

Ashena Group, Mashhad (Iran)
<http://www.ashena.net/en/>

Toos Ashena Co. is the functioning core of Ashena Group Co. in Mashhad. one of the leading companies in IT and ICT in Iran & MENA region.

Main Responsibility:

Collaborating on user experience planning with the team and Conceptualizing original ideas that bring simplicity and user friendliness to complex design roadblocks. I have redesigned dashboards of their

SaaS software.

EDUCATION AND TRAINING

01/01/2018–Present **Interaction Designer**
Interaction Design Foundation

20/04/2008–03/10/2010 **Associate Degree**
Azad University of Neyshabur (Sama College), Neyshabur (Iran)

PERSONAL SKILLS

Mother tongue(s) Persian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	B1	C1	B2	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills - Good communication skills gained through my experience working as a UX designer and researcher & User Interface Designer with hundreds of clients in the past 6 years.

Organisational / managerial skills - Good team-leading skills gained through participating in events like Startup Weekend and working on my own products.

Job-related skills

- **User Interface Design:** Sketch, Figma, Adobe Creative Suite, Zeplin.
- **User Experience Design:** Wireframing, Prototyping, Information Architecture, Balsamiq, inVision, Principle, Overflow.
- **User Experience Research:** Personas, Journey Mapping, Enterprise Design Thinking, Digital Web Analytics, Usability Testing, Task Analysis, Heuristic Evaluation, Qualitative and Quantitative Research Methods.
- **User Interface Development:** HTML, CSS, Bootstrapping.
- **Related Knowledge:** Design Systems, iOS Human Interface Guidelines, Material Design Guidelines, iOS Development, Swift & Mobile App Development.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Independent user	Proficient user	Independent user

Digital skills - Self-assessment grid

ADDITIONAL INFORMATION

Certifications

- **IBM** Enterprise Design Thinking Certificate
- **IDF** HCI: Human Computer Interaction (Interaction Design Foundation)
- **Google** Analytics Individual Qualified: License 01166924

- **Google** Digital Analytics Fundamentals
- **IDF** Conducting Usability Testing (Interaction Design Foundation)
- **IDF** Membership Certificate

Honours and awards

- **Iran Web Festival's Award** for the best News Aggregator Service (24Tech)
- **ixDA Local Leader** of Mashhad (Iran)
- **IDF Meetup Organizer** Mashhad (Iran)

Seminars

- Web Analytics workshop for IT staff of Mobinnet Communications company. Mobinnet is an Iranian Internet Service Provider.

- Modern SEO techniques: Azad University of Mashhad (2014)

Presentations Future of SEO/SEM: Mashhad 7th International Exhibition of IT & Telecom

Publications

- Web Usability Guidelines Book (Persian): Knowing and understanding the *guidelines* when it comes to *usability* of your business website is a sure way to grow your customer base.

References

- Dribbble: <http://dribbble.com/miladsafarzadeh>
- Slideshare: <http://slideshare.com/miladsafarzadeh>
- LinkedIn: <http://linkedin.com/miladsafarzadeh>
- IDF: <https://www.interaction-design.org/milad-safarzadeh>

Projects

- Convercy (iOS App): Convert every world currency including Bitcoin with the Convercy App. Convercy includes 180+ currencies from all over the world with online updated conversion rates.

- Zelzelenegaar (iOS App): Earthquake alert and list of the latest earthquakes in the past day.

Relocation Ready to relocate.