Istanbul, Turkey
+905523665973 · milaad@milaad.net

Milad Safarzadeh, Product Designer @Toggl

I am a Product UX/UI Designer with 8+ years of experience and a passion for cognitive psychology, digital web analytics & Quant UXR. I created experiences that positively impacted millions of people's lives. Currently working at Toggl; One of the top SaaS companies in Europe with over 4+ million users globally as a Product Designer. Previously at Cafe Bazaar (Leading consumer internet company in Iran with over 40 million users) as a UX Designer. I consider myself a full-stack designer, that can turn my ideas into an MVP or a live prototype.

Details

Nationality	**Iranian**	Date of birth	**September 1989**

Links

UX Portfolio on milaad.net

Designs on Dribbble

LinkedIn Profile

Intro on YouTube

Employment History

Product Designer at Toggl, Tallinn

May 2020 — Present

Toggl is a SaaS company headquartered in Tallinn, Estonia that ranked among the Top 50 Startups in Europe. Toggl provides the best time tracking solutions to over 4+ Million users around the globe.

I focus on designing intuitive and innovative solutions for web, mobile, and desktop applications. I communicate with stakeholders and development teams using well-structured wireframes and high-fidelity prototypes. Also Optimizing existing user interface designs based on the design system.

Working Full-Time remotely.

UX Designer at Cafe Bazaar, Tehran

May 2019 — May 2020

Cafe Bazaar is a leading consumer internet company in Iran that runs the first and the most popular smartphone application marketplace .**Divar, which I started working in is 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.**

– Responsibilities: Combining user data and research to create wire flows and interface mockups and Interactive prototypes for new product ideas, Ensuring the usability and accessibility of the designed solution & Optimizing existing user interface designs based on the design system & Collaborate in defining, updating and using the UI Component guidelines, including design systems when appropriate.

– Achievements: I designed many features for Divar app which are now being used by more than 10 million users a month. helping them to have a better experience.

Senior UX/UI Designer at IranServer, Mashhad

March 2013 — February 2019

IranServer is in one of the top web hosting providers in Iran. Serving more than 6000+ businesses and has over 100,000+ MAU. IranServer provides reliable, scalable

and affordable web hosting services that enable Organizations, small and medium-size companies to successfully grow their businesses.

– Achievements: In the past 4+ years, I have redesigned & optimized the client's portal (User by 100,000 users/month) and improved the overall User Experience of the website. I have also optimized the conversion rates, Reduced Bounce Rate and improved engagement rate. In the latest survey from 1000 Customers of IranServer, Tangibles, UX and Usability score rated the highest!

UX/UI Designer at GreenWeb, Mashhad

March 2013 — February 2019

– 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, prototypes, and specifications & Conducting competitive analyses of other websites.

– Achievements: 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 to the next stages of the UXMM.

Remote Part-time Designer at Snapp!, Tehran (Remote)

November 2019 — December 2017

Snapp is the largest and fastest growing e-hailing app in the Middle East, Known as Iranian Uber from Tehran. Snapp is seizing its chance to become the leading local player with 20 million customers and 700,000+ drivers.

– Responsibilities: visual UI design and overall look and feel of career landing pages, Delivering responsive design that fit each user group needs, providing assets and resources for front-end developers, Transforming wireframes and insights into interfaces that meet best-in-class visual standards.

– Achievement: helping Snapp tech team design their tech career landing pages based on their branding identity and visual standards.

UX/UI Designer & iOS Developer at GreenHost IVS, Copenhagen (Remote)

June 2015 — December 2017

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

Responsibilities: Designing User Interfaces for web & mobile, Designing & developing iOS mobile applications & UX Consultation.

Products designed & developed by me at GreenHost IVS: https://itunes.apple.com/us/developer/greenhost-ivs/id1070356036

Skills		
	Interaction Design	**Wireframing & Prototyping**
	UI/Visual Design	**Task Flows & Mockups**
	User Journey Mapping	**Usability Testing & Heuristic Evaluation**
	Task Analysis/Cognitive Walkthrough	**Design Thinking/Design Sprint**
	Rapid Prototyping (HTML,CSS,JS)	**Digital Analytics (GA & Firebase)**
	Data Analysis (Python & SQL)	**Entrepreneurship**
	Sketch	**Figma**
	Principle	**ProtoPie**
	Adobe Creative Suite	**Zeplin, Abstract & Overflow**
	Axure	**Balsamiq Mockups**

	Xcode	Abstract
	Miro	Trello, Slack, Asana, Jira, Slite & Notion

Education

HCI, Interaction Design Foundation
November 2017 — January 2018

Bootcamp, MITx
December 2020 — February 2021
Entrepreneurship: Knowing customers

Bachelor's Degree, Azad University , Neyshabur
November 2010 — November 2013
Dropped out.

Hobbies

Cooking, Mostly Pizzas, Petting Cats, Skydiving is something that I'm crazy about.

Courses

Human Computer Interaction – HCI at Interaction Design Foundation
November 2019 — November 2019

Enterprise Design Thinking Practitioner at IBM
June 2018 — November 2019

Data Science Fundamentals at Dataquest
September 2019 — October 2019

Cognitive Psychology: An Experimental Science at University of York
December 2020 — December 2020

Advanced Google Analytics at Google Analytics Academy
November 2019 — December 2016

Conducting Usability Testing at Interaction Design Foundation
March 2018 — June 2018

Languages

⬡ **English** Native speaker   ⬡ **Persian** Native speaker

Honors & Awards

Iran Web Festival's Award for the best News Aggregator Service (24Tech), Tehran

IxDA Local Leader of Mashhad (Iran), Mashhad

IDF Meetup Organizer Mashhad (Iran)

Mentor at Startup Weekend's Global Battle, Mashhad

Misc activities

Design Mentor, ADPlist.org
December 2020 — Present

Proudly mentoring designers. ADPList is a community platform connecting designers with mentors and jobs globally. ADPList is in the space of connection—offering mentorship sessions and virtual events, all powered by our mentors.

References

References available upon request