

Milad Safarzadeh

Product Designer @Toggl



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Turkey

DATE OF BIRTH September 1989

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LINKS [UX Portfolio on milaad.net](#), [Designs on Dribbble](#), [LinkedIn Profile](#)

Profile

I am a Product UX/UI Designer with 7+ 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.

Employment History

May 2020 – Present

TALLINN

Product Designer

Toggl

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.

May 2019 – May 2020

TEHRAN

UX Designer

Cafe Bazaar

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.

Mar 2013 – Feb 2019

MASHHAD

Senior UX/UI Designer

IranServer

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!

Mar 2013 – Feb 2019

MASHHAD

UX/UI Designer

GreenWeb

– **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.

Nov 2019 – Dec 2017

TEHRAN (REMOTE)

Remote Part-time Designer

Snapp!

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.

Jun 2015 – Dec 2017

COPENHAGEN (REMOTE)

UX/UI Designer & iOS Developer

GreenHost IVS

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>

Education

Nov 2017 – Jan 2018

Interaction Design Foundation

HCI

Dec 2020 – Feb 2021

MITx

Bootcamp

Entrepreneurship: Knowing customers

Nov 2010 – Nov 2013

NEYSHABUR

Azad University

Bachelor's Degree

Dropped out.

Skills

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

Hobbies

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

Courses

Nov 2019 – Nov 2019	Human Computer Interaction – HCI Interaction Design Foundation
Jun 2018 – Nov 2019	Enterprise Design Thinking Practitioner IBM
Sep 2019 – Oct 2019	Data Science Fundamentals Dataquest
Dec 2020 – Dec 2020	Cognitive Psychology: An Experimental Science University of York
Nov 2019 – Dec 2016	Advanced Google Analytics Google Analytics Academy
Mar 2018 – Jun 2018	Conducting Usability Testing Interaction Design Foundation

Languages

English



Persian



Honors & Awards

TEHRAN

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

MASHHAD

IxDA Local Leader of Mashhad (Iran)

IDF Meetup Organizer Mashhad (Iran)

MASHHAD

Mentor at Startup Weekend's Global Battle

Misc activities

Dec 2020 – Present

[ADPLIST.ORG](#)

Design Mentor

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.

Jan 2010 – May 2020

TEHRAN

Webmaster & Digital Distribution Manager

For the past 10 years, I have been working for **Farzad Farzin**. One of the most popular singers, songwriters, arrangers, and actors in the Persian community.

Building and testing aesthetic, functional, and user-friendly website. Coordinating with other designers, content providers, and agents or sponsors. Designing and implementing designs for the website and other digital channels. Maintaining, updating, and optimizing servers. Also all the social media content strategy and digital distribution of new songs.

References

References available upon request