

MILAD SAFARZADEH

SR. PRODUCT DESIGNER

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PROFILE

Product Designer with 8+ years of experience building SaaS and marketplace products used at scale. At Toggl Track, I designed habit-forming and enterprise-ready time tracking experiences that drove \$500k+ ARR impact and improved activation/retention (up to 50%). At Divar, I shipped high-usage features like Saved/Recent Searches (used by ~2M users) and an image editor that reduced avoidable ad rejections and support friction.

LINKS

[UX Portfolio](#), [LinkedIn Profile](#), [Website](#)

PROFESSIONAL EXPERIENCE

Senior Product Designer, Toggl Tallinn

May 2020 to May 2025

- Grew ARR by \$500k+ through enterprise and monetization features
- Improved mobile activation + week-3 retention by ~50% with a habit-focused mobile redesign
- Increased web activation by 8% via Timer page revamp (A/B tested)
- Lifted Browser Extension performance: 78.5% Aha, 49.4% habit, 2x time entries, 8.3% paid conversion
- Drove enterprise adoption: Shared Time Entries adoption in ~30% of large workspaces and ~\$200k ARR uplift
- Launched Auto-tracking Calendar Events with 40% adoption; supported closing an 800+ seat enterprise deal (\$150k+ ARR)

UX Designer, Divar Tehran

May 2019 to May 2020

- Image editor: Reduced rotation-related rejections (tracked via rejection reason rate); reduced resubmissions; reduced CS contacts tagged 'image rejection'.
- Saved/Recent searches: Improved time-to-repeat-search; increased repeat search frequency; increased return rate among search-heavy users.
- Ran the very first design critique session at the UX Chapter.

Senior UX/UI Designer, IranServer Mashhad

Feb 2017 to Feb 2019

- Improved domain search → registration conversion by 20% through UX redesign and flow optimization.
- Redesigned and optimized the client portal used by ~100k users/month, reducing bounce rate and increasing engagement.
- In a 1,000-customer survey, IranServer's Tangibles, UX, and Usability scores ranked highest.

UX/UI Designer, GreenWeb Mashhad

Mar 2013 to Feb 2017

- Designed and shipped 50+ client websites based on client-specific needs across industries.
- Introduced the agency's first Google Analytics measurement plan process and rolled it out across all projects (a capability that didn't exist before).
- Defined standardized KPIs + event tracking requirements per site, enabling teams and clients to measure outcomes beyond "site launched."
- Improved the design department's delivery quality by pushing adoption of better design/dev tools and a more repeatable handoff workflow.
- Helped establish early UX practices (lightweight discovery, usability checks, iteration loops) to increase corporate UX maturity over time.

AREAS OF EXPERTISE

Interaction Design (Flows, IA, Navigation)
End-to-End Product Design

Cross-platform Design (Web / Desktop / Mobile / Extension)
User Journey Mapping

Usability Testing & Rapid Iteration
Usability Testing & Heuristic Evaluation

Problem Framing
Task Analysis/Cognitive Walkthrough
Data Analysis (Basic)

Design Thinking/Design
Sprint
Figma
Trello, Slack, Asana, Jira,
Slite & Notion

Rapid Prototyping and Vibe
coding
Principle

Digital Analytics (GA &
Firebase)
ProtoPie

Adobe Creative Suite

EDUCATION

Interaction Design Foundation
HCI

Nov 2017 to Jan 2018

Stanford
Product Management Program

Dec 2020 to Feb 2021

COURSES

**Human Computer Interaction – HCI, Interaction Design
Foundation**

Nov 2019 to Nov 2019

Enterprise Design Thinking Practitioner, IBM

Jun 2018 to Nov 2019

Data Science Fundamentals, Dataquest

Sept 2019 to Oct 2019

**Cognitive Psychology: An Experimental Science,
University of York**

Dec 2020 to Dec 2020

Advanced Google Analytics , Google Analytics Academy

Nov 2019

**Conducting Usability Testing, Interaction Design
Foundation**

Mar 2018 to Jun 2018

LANGUAGES

English, Persian

HONORS & AWARDS

Peer Reviewer @IxDA Awards
Remote

Jan 2023 to Feb 2024

IxDA Local Leader of Mashhad (Iran)
Mashhad

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

Mentor at Startup Weekend's Global Battle
Mashhad

MISC ACTIVITIES

Design Mentor
ADPlist.org

Dec 2020 to 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.