

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
<ul style="list-style-type: none">Grew ARR by \$500k+ through enterprise and monetization featuresImproved mobile activation + week-3 retention by ~50% with a habit-focused mobile redesignIncreased 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 conversionDrove enterprise adoption: Shared Time Entries adoption in ~30% of large workspaces and ~\$200k ARR upliftLaunched 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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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)	Cross-platform Design (Web / Desktop / Mobile / Extension)	Usability Testing & Rapid Iteration	Problem Framing
End-to-End Product Design	User Journey Mapping	Usability Testing & Heuristic Evaluation	Task Analysis/Cognitive Walkthrough

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
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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.	