



# Milad Safarzadeh

UX/UI Designer

## Profile

I am a UX/UI Designer with 7+ years of experience and a passion for product design, digital web analytics & Quant UXR. I created experiences that positively impacted millions of people's lives. Currently working at Cafe Bazaar (Leading consumer internet company in Iran with over 40 million users) as a UX Designer. Previously as a senior UX/UI designer at GreenWeb Holding – IranServer (One of the top hosting providers in Iran, serving more than 6,000+ online businesses).

## Employment History

### UX Designer at Cafe Bazaar, Tehran

May 2019 — Present

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

## Details

Tehran, Iran, +989357569913

[milaad@milaad.net](mailto:milaad@milaad.net)

Date of birth

November 1989

## Links

[UX Portfolio – milaad.net](#)

[Designs – Dribbble](#)

[Professional profile – LinkedIn](#)

## Skills

UX Design

Interaction Design

Wireframing & Prototyping

Visual Design

Task Flows & Mockups

User Journey Mapping

Usability Testing & Heuristic Evaluation

Task Analysis

Design Thinking

Rapid Prototyping  
(HTML, CSS, JS)

Digital Analytics (GA & Firebase)

Data Analysis (Python & SQL)

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Sketch

Figma

Principle

ProtoPie

Adobe Creative Suite

Zeplin, Abstract & Overflow

Axure

Balsamiq Mockups

Trello, Slack, Asana, Jira, Slite

**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>

### **Hobbies**

Cooking, Petting Cats, Skydiving

### **Languages**

English

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Persian

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## **Education**

### **Bachelor's Degree, Azad University , Neyshabur**

November 2010 — November 2013

Dropped out.

### **HCI, Interaction Design Foundation**

November 2017 — January 2018

## **Courses**

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

November 2019 — November 2019

## **Enterprise Design Thinking, IBM**

June 2018 — November 2019

## **Data Science Fundamentals – Python, Dataquest**

September 2019 — October 2019

## **Advanced Google Analytics , Google Analytics Academy**

November 2019 — December 2016

## **🏆 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)

## **📖 References**

References available upon request