# Ehsan Masoomi

Senior Product Designer

## Contact

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## Links

LinkedIn

Figma Portfolio

Dribbble

Mohtavachi Case Study

Clario AI - live version

AION - live version

Gmail Redesign - live version

## Skills

### Design

Figma, FigJam, design systems, design tokens, component libraries, information architecture, wireframing, prototyping, Framer

### AI Collaboration

Figma Make, Lovable, Claude, ChatGPT

### Team Collaboration

Jira, stakeholder management, leading a small design team

## Education

### Industrial Engineering

Sistan and Baluchestan University

Self-taught product design (UI/UX) since 2021.

## About me

Product designer with over 4 years of end-to-end experience in digital products, spanning SaaS, fintech, and AI-driven B2C applications. Over the past two years, my focus has been on AI-centric product design. I have built AI modules in real-world products and used AI tools daily in the design process (Figma Make, Claude, ChatGPT). I have led a small design team, collaborated closely with product and engineering teams in Agile cycles, and owned projects from discovery sessions with clients through handoff to the development team.

## Experience

### Sr. Product Designer — MORS (Vibe trading platform) — Aug 2025 - Aug 2026

- Redesigned the platform's design system with color, spacing, and typography tokens and Atomic Design principles; design handoff time to the development team decreased from several days to about one hour.
- Redesigned the trading dashboard (price chart, order book, position entry form with long/short, leverage, and margin).
- Designed the wallet connection flow (MetaMask, WalletConnect) and common trading error handling.
- Designed visual risk management (real-time PnL, liquidation price) and the "List Your Own Perp" flow.
- Collected user feedback from the product Discord channel and turned it into a prioritized list for UX improvements.

### Sr. Product Designer — Nibex, Design agency — Sep 2024 - Aug 2025

- One of the agency's founding members; led and managed a 2-person design team — task writing, design reviews, hiring, onboarding.
- Owned the full design of Tap4Work, an Australian construction employer-worker platform; redefined information architecture and user roles, and designed over 100 components.
- Designed the branding and user experience for SmileeSmile, an AI-powered teeth preview app.
- Designed the end-to-end product for Wise Admin, an AI-based social media scheduling tool, including a dedicated "AI content generation" module.
- Conducted discovery interviews with clients to understand needs and define information architecture, and held daily standups to present progress to stakeholders.

### Product Designer — Remocapp — Jun 2022 - Sep 2024

- Designed the visual identity, marketing website, and complete redesign of the user and admin dashboard for Remocapp.
- Redesigned the end-to-end subscription purchase flow; conversion from visitor to buyer increased from 10% to 30%.
- Designed the base FlexUI design system, which became the reference for the company's future projects.