

Ehsan Masoomi

Senior Product Designer

Contact

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Links

[LinkedIn](#)

[Figma portfolio](#)

[Clario AI - live version](#)

[AION - live version](#)

[Gmail Redesign - live version](#)

[Remocapp case study](#)

[Tap4Work case study](#)

[Smile Smile case study](#)

[Flexui design system case study](#)

[Dribbble](#)

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.