GELAREH NAGHIOUN

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience across fintech, digital banking and vendor management products. Lead user research and interaction design for complex workflows, translating findings into product decisions and shipped experiences.

CORE SKILLS

Design: User experience (UX), user interface (UI), interaction design, information architecture, wireframing, prototyping, UX writing

Research: User research, user interviews, journey mapping, usability testing, stakeholder interviews, A/B testing, NPS, CSAT

Tools: Figma, Sketch, Adobe XD, Principle, Adobe Photoshop, Adobe Illustrator, Figma Make, Claude

PROFESSIONAL EXPERIENCE

Senior Product Designer | Snappfood *2024 – June 2025*

Snappfood is Iran's first online food ordering platform, serving over 9 million active users and enabling food and grocery delivery from local restaurants, cafés, and stores.

- Designed vendor workflows for Dakhel, Snappfood's restaurant management product, covering onboarding, menu management and access to customer feedback.
- Redesigned menu creation to address usability and standardization issues, simplifying vendor workflows and making customer-facing menu presentation more consistent.
- Streamlined workflows for adding, editing and deleting products in Dakhel's back office.

Senior Product Designer | Digipay, Digikala Group *2020 – 2024*

DigiPay is an Iranian fintech platform with 10 million monthly active users, offering digital payments, buy now, pay later (BNPL), loans, insurance, and investment services.

- Designed credit journeys covering activation, purchasing, installment payments and settlement, partnering with product and engineering to launch a redesigned credit plan selection flow.
- Led funnel research using journey mapping and interviews with 15 users per drop-off stage to uncover eligibility, documentation and guarantee barriers.
- Developed three selection concepts with a junior designer and coordinated usability testing with eight users per concept across the design chapter.
- Restructured plan comparison and information hierarchy to surface critical requirements earlier. Follow-up usability testing showed clearer understanding and fewer points of confusion.
- Presented research findings to business stakeholders and helped establish more regular user research and usability testing within the team.

UI/UX Designer | Tosan *2015 – 2020*

TOSAN is a leading Iranian banking technology company providing banking and payment software solutions to over 50 banks and financial institutions.

- Redesigned a legacy internet banking product, simplifying the interface and introducing widgets for quick access to frequently used services.
- Streamlined common banking tasks, including electronic transactions and bill payments, within an updated user interface.

EDUCATION AND CERTIFICATIONS

Bachelor of Arts in Graphic Design | Maziar University of Rouyan | 2012

UX Design Certificate | University of Tehran | 2019

Recognition: Dr. Noorbakhsh Festival, Best Product in Customer Services for Saman Internet Banking | January 2019