

Farshid Jahanbazi

Senior Product Designer

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PROFILE

Senior Product Designer with 8+ years of experience creating scalable web and mobile solutions. Specialised in end-to-end product design, complex systems, and design systems for finance and healthcare. Strong Human-Centred Design focus, with a track record of improving workflows and aligning cross-functional teams. Currently redesigning lending tools & CRM + broker experiences at Connective.

EXPERIENCE

Senior Product Designer | Connective

Mar 2024 - Present, Australia

- Leading the redesign of CRM platform used by brokers and clients
- Leading the design of an advanced borrowing capacity calculator

Senior Product Designer | Expert360

Aug 2022 - Feb 2024, Australia

- Built the design system in Figma for marketplace (B2C, B2B)
- Redesigned onboarding experience (conversion rate increased 40%)

Senior Product Designer | HUMA

Jul 2020 - Jun 2022, Australia

- Designed & delivered compliant Mobile App for PI patients
- Built & maintained the core design system for patient app (UI Kit)

User Experience lead | ClassLike

Oct 2019 - Jun 2020, Dubai

- Built and maintained the E-learning platform design system in Figma
- Designed and delivered students & teachers dashboard experience

Product Designer | Dilib

Jan 2019 - Sep 2019, Canada

- Designed Dilib super application and integrated all its services
- Built and maintained the core design system (UI Kit)

Product Designer | BabaMelki

Feb 2018 - Jan 2019, Turkey

- Designed the end-to-end BabaMelki App (Listings & Ads)
- Built and maintained the App core design system in Figma

UX Design Generalist | PFP Design Studio

Feb 2016 - Jan 2018

- Designed and delivered multiple web, and native mobile applications for e-commerce, education, and finance

EDUCATION & CERTS

University of Michigan

UX Principles & Processes (2021)

Google

UX Professional Certificate (2021)

IAUN

MSc. in Applied Design (2017)

EXTRA-CURRICULAR

Award

- HUMA : Winner of the 2022 Prix Galien award for digital health, widely regarded as 'Pharma's Nobel prize'3
- HUMA: Selected as one of 'The Most Important Healthcare Design of 2021' by Fast Company

SKILLS & TOOLS

- Figma, Sketch, InDesign
- Fullstory, Google Analytics
- Zeplin, Framer, Prototipe
- Accessibility (WCAG)
- Prototyping / Wireframing
- HTML + CSS
- Brand & Identity Design
- Visual design, Animation
- Interaction design
- Design systems , UI Kit
- UX research, User testing
- HCD, Design Thinking
- Agile team delivery

REFERENCE

References available upon request.