

— AMIR ZARE • AVAILABLE FOR HIRE

VIEW PORTFOLIO www.azuiux.com

Amir Zare.

Senior Product Designer
specialising in *fintech, investment & crypto* platforms.



— ABOUT

Four years turning complex financial systems into clear, conversion-driven product experiences. I lead end-to-end design across fintech, investment & crypto platforms, with an **AI-native workflow** that compresses research, ideation, and prototyping from days into hours. I'm currently **open to senior product design roles** — full-time or contract — where I can own the design of complex financial products end-to-end and ship measurable outcomes.

+25%

LEAD → INVESTOR
CONVERSION
from 8.2% → 10.3%

+30%

DAILY SESSION
DURATION
~14k monthly users

−40%

DESIGN HANDOFF
TIME
4 platforms unified

−50%

IDEATION CYCLE
VIA AI TOOLS
days → hours

§ 01 / WORK

Selected Experience

● CURRENT ROLE

Lead UI/UX & Product Designer

Toranj Capital · Investment & Asset Management



2024 — PRESENT

- **End-to-End Design Ownership.** Sole designer across four platforms — corporate website, mobile app, pension fund, and Toranj Crowd — from brand visuals to interaction flows.
- **Conversion Growth.** Lifted lead-to-investor conversion from 8.2% to 10.3% (+25% relative) across the main investment funnel.
- **Multi-Platform Design System.** Architected and shipped a unified design system across 4 products, cutting UI handoff time by 40%.
- **Engagement.** Re-engineered key flows from behavioral data, raising average daily session duration by 30% across ~14k monthly active users.
- **Visual & Marketing Design.** Designed gamified user-acquisition campaigns, in-app illustrations, and landing pages.

- ◆ **AI-Powered Research Pipeline.** Built a Claude-assisted workflow for synthesizing interview transcripts and generating data-backed personas — accelerating research synthesis by 60% and enabling faster product decisions.

Amir Zare.

02 / CONTINUED

§ 01 / WORK

Experience, continued

2025

FREELANCE

Product Designer

Ramzinex · Leading Iranian Cryptocurrency Exchange

Led the strategic redesign of analysis, blog & trading pages to reduce bounce rate and surface revenue-critical sections. Reworked financial dashboards and trading charts for clearer comprehension. Mapped end-to-end user journeys to surface retention bottlenecks.

2024

FREELANCE

Product Designer

Vista Portfolio Management · Asset Management

Designed conversion-focused IA and user flows that drove a **35% rise in contact form submissions** and a **19% lift in client acquisition**. Applied refined visual design to reinforce trust in a regulated financial market.

2024

PRODUCT

Product Designer

Finogram · Financial Market Analysis Platform

End-to-end design of a unified platform for analyzing stocks, crypto, gold & forex — connecting professional analysts with retail users. Built interactive analysis tools, portfolios with live performance tracking, and structured community spaces.

2022 – 2023

FREELANCE

UI/UX Designer

Independent Projects · Multi-industry

Barqi Store (electronics e-commerce), Nobito (medical appointment booking), Hamyar Ashna (investment landing), and a podcast streaming app. Owned the full cycle from research and IA through high-fidelity UI and prototyping.

2018 – 2022

FULL-TIME

UI/UX Designer (prev. Sales Specialist)

Shigvar Company · E-commerce

Design (2021—2022): Designed and iterated the company's e-commerce platform, improving discovery and checkout. Sales background provides direct customer-pain insight I now bring to user research and product decisions.

§ 02 / STACK

Capabilities

DESIGN & PROTOTYPING

Figma (Expert), Adobe XD, Framer, Protopie, Interaction Design, Responsive Web & Mobile

AI TOOLS – FOCUS

ChatGPT, Claude, Figma AI, UX Pilot, Galileo AI, Midjourney, Uizard — applied to research, persona creation, microcopy & rapid prototyping

RESEARCH & STRATEGY

User Research, Usability Testing, IA, Journey Mapping, A/B Testing, UX Writing, Persona Development

METHODS & SYSTEMS

Design Thinking, Double Diamond, Lean UX, Agile / Scrum, Design Systems, Atomic Design

ANALYTICS & DATA

Google Analytics, Hotjar, Mixpanel — applying data-driven insights to design decisions

COLLABORATION

Notion, Jira, Miro, FigJam, Zeplin, Slack

§ 03 / EDUCATION

Bachelor of Accounting

Islamic Azad University, Tehran

2011 – 2014

CONTINUED

Google UX Cert · NN/g · IxDF

AI IN DESIGN

Generative AI in product workflows

LET'S WORK TOGETHER

Open to senior product design roles.

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