

Erfan Sharif Nejad

Senior Product, UI/UX Designer

As a versatile designer, I boast a formidable background in graphic design, with a specialization in designing digital products. My experience spans a wide range of products, including mobile and desktop applications, as well as websites. I have successfully collaborated with cross-functional startups, enabling them to attract millions of users. My expertise in using designing and prototyping tools such as Figma, Adobe Photoshop, Illustrator, and After Effects is unparalleled.

Tehran, Iran

Email: me@erfansharif.com

LinkedIn:

<https://www.linkedin.com/in/erfans-289a088a>

Portfolio:

<https://www.erfansharif.com>

EXPERIENCE

Jibit Tehran

Proficient Product Designer May 2023 - Present

- Managed the design team and providing guidance, mentorship, and support to ensure high-quality work and timely project delivery.
- Extensive experience in product design for the B2B fintech industry
- Proficient in creating design systems for a complex financial product reducing the customer support team's workload by 30%.
- Conducted user research to gain insights on potential users and inform design decisions.
- Developed user-centered design solutions that met business goals and user needs
- Led design reviews and presented design solutions to stakeholders.

Intaker.com freelancer

UX/UI Designer, Product Designer May 2020 - May 2023

- Managed a team of two designers and a QA tester, providing guidance, mentorship, and support to ensure high-quality work and timely project delivery.
- Redesigned a lead-generating app for 1000+ law firms and millions of users, including all services, achieving a 50% increase in conversions.
- Conducted A/B testing on multiple page variations and identified a winning design that resulted in a 30% increase in conversion rate.
- Participated in user research to identify users' needs and pain points, and provided competitor analysis.
- Designed a SaaS, B2B / B2C website and application from ideation to launch.
- Defined product qualities based on user research and competition studies on quantitative and qualitative values.
- Created a functional and visual Design-System for the entire product, increasing development speed by 2x.
- Collaborated in an Agile manner with software engineers and the QA team.
- Defined and tracked key project metrics, such as product usage and user engagement, to evaluate project success and inform future product decisions.

SKILLS

- **Software:** Design and Prototyping tools, Figma, Sketch, Adobe XD, and Adobe CC
- **Design Skills:** Wireframing, Visual Design, User Interface Design, User research
- Experienced with Product Management, Agile Project Management, and Cross-Functional collaboration

EDUCATION

MA of Photography Art

Sep 2013 - Apr 2015

Tehran University, Faculty of Fine Arts

BA of Graphic Design

Feb 2010 - Feb 2013

Shiraz Art University

* Awarded as top student

OTHER

- Teaching voluntarily to teenagers who can't afford to participate in design courses and promoting them to start-ups.
- Mentoring the design of an AR/VR platform and collaborating on its founding.

Bartarinha, Tehran, Iran

Senior UI/UX Designer Mar 2016 — Apr 2020

- Redesigned the user experience for one of Iran's most downloaded daily news and entertainment websites and applications.
- Designed a complete product in the health & medical field, which became one of the most searched products in Iran.
- As the Design Team Manager, handled all creative issues for both products.