

# Hamid Soleimani

Product Designer

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## SUMMARY

Product Designer with 10+ years of experience creating user-centered solutions for fintech, e-commerce, and SaaS products. Skilled in simplifying complex workflows, building scalable design systems (Figma), and improving UX metrics. Experienced in leading end-to-end design processes from research, usability testing and prototyping to implementation, collaborating with cross-functional teams and Product Owners. Known for balancing user needs with business goals to drive adoption and engagement. Passionate about designing seamless digital experiences that deliver measurable impact.

## EXPERIENCE

Product designer

Devotel · London, UK

April 2025 – January 2026

- Spearheaded the design of an eSIM platform, focusing on creating a seamless user experience through extensive research, usability testing, prototyping, and continuous enhancements.
- Revamped essential workflows and the communication management system interface, working alongside a diverse team to establish a new design framework for our B2B SaaS platform.

Product Designer

Tehran payment - Faraswap · Tehran, IR

February 2023 – April 2025

- Led the design process for a cryptocurrency trading platform, ensuring an intuitive user experience through research, usability testing, prototyping, and iterative improvements.
- Improved user experience and engagement by redesigning key task flows and the TP application interface, collaborating with a cross-functional team (product and development) to implement a scalable design system in Figma.

Product Designer

Cato Analytics · Ontario, Canada

June 2022 – December 2023

- Contributed to the design and implementation of a big data platform, which improved data processing speed and visualization for enterprise clients.
- Led the creation of interactive visual dashboards, enabling real-time data analysis and enhancing user engagement.

UX Team Leader

Bit Foundation · Leeuwarden, Netherlands

January 2022 – June 2022

- Delivered and tested designs and prototypes for Android, iOS, and Web.
- Led design team for a virtual training tool.
- Developed and implemented a new design system (Figma).

Product Designer

BringBoo · Koln, Germany

December 2020 – November 2021

- Designed and launched a new mobile application from ideation to release, achieving 50k+ downloads in the first quarter and improving customer satisfaction scores by 35%.
- Implemented and maintained a scalable design system in Figma to ensure consistency across platforms.

Product Designer

Aron Broker · Limassol, Cyprus

June 2020 – December 2021

- Led the end-to-end design process for the company's flagship product, from concept to implementation, increasing adoption rate by 30% and reducing onboarding time by 20%.
- Conducted user research, created wireframes, prototypes, and iterated designs.
- Developed user-centric product that met market needs and enhanced satisfaction.
- Collaborated with cross-functional teams to align design goals with business objectives.

## EDUCATION

IASBS

bachelor, Engineering in Information Technology

September 2010 – July 2014

## SKILLS

Figma, Adobe XD, Sketch, Miro, Adobe Creative Cloud, User Research, Usability testing, Wireframing, Prototyping, Design Thinking, Interaction Design, Visual Design, Information Architecture, Sketching, Communication, Collaboration, Problem Solving, Time Management, Adaptability, Leadership, Teamwork