Ali Chitsaz

UI/UX & Product Designer

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SUMMARY

Multidisciplinary Product Designer passionate about turning complex challenges into simple, delightful digital experiences. With a foundation in IT and a Master's in Visual Communication, I specialize in emotional design, data-informed UX strategy, and scalable design systems. I bring 7 years of experience across fintech, smart devices, and consumer applications — always focused on making design meaningful, measurable, and human.

EXPERIENCE

Kian Digital - Product Designer

Jan 2022--present

- Designed and implemented a scalable atomic design system to ensure UI consistency for an application with over 500,000 active users across mobile and desktop platforms.
- Led end-to-end user research (surveys, interviews, usability testing, analytics), translating insights into actionable UX improvements.
- Improved authentication UX flow, reducing friction by 25% and increasing Net Promoter Score (NPS) from 26% to 54% within 12 months.
- Designed a desktop sales platform for financial products, boosting revenue by creating a more intuitive, secure, and accessible experience for bank staff and end users.

Novin Dargah Sharif (7030) - UI/UX Designer

Oct 2020--Sep 2021

- Led the complete redesign of the app's Version 4, lifting its Google Play Store rating from 3.5 to 4.0 stars within 3 months and launching a new income management feature that was adopted by 30% of active users in its first month.
- Maintained and evolved the design system to ensure consistency and efficiency across teams, enabling faster delivery and seamless UI updates.
- Collaborated cross-functionally with marketing, support, and engineering to translate user research and analytics into UX improvements, resulting in a 20% increase in sales and improved retention.

Estinext - UI/UX Designer

Jan 2019--Apr 2019 | (Contract - Remote)

- Designed a unified interface for a smart home app, enabling non-technical users to easily control over 10 distinct device types (e.g., lights, outlets, air conditioners).
- Created seamless user flows and wireframes, ensuring ease of use and clarity across core interactions.
- Worked closely with developers and engineers to ensure accurate implementation and smooth user experience.

Ersthost - UI/UX Designer

Dec 2017--Oct 2020

- Conducted market and user research to guide the UX strategy for a new mobile application in the hosting industry.
- Designed user flows, wireframes, and full-page UI prototypes using Adobe XD, aligning with insights from competitor analysis.
- Applied design thinking to deliver a user-centered MVP, collaborating with teammates to validate concepts and structure data architecture.

EDUCATION

Master of Arts in Visual Communication

Sooreh University | 2019--2023

- Thesis: The Effect of Emotional Design on UX in Financial Applications
- Applied user research methods (interviews, surveys, usability testing, analytics)
- Integrated insights from cognitive science, psychology, and human-computer interaction
- Designed a 3D virtual campus tour to increase student engagement

Bachelor of Engineering in Information Technology

University of Tabriz | 2014--2018

- Coursework included AI, programming (C/C++), databases, and computer graphics

SKILLS

UX & Product Design

User Research ● Wireframing ● Prototyping ● Interaction Design ● Information Architecture ● Journey Mapping ● Design Thinking ● Emotional Design ● Service Design

UI & Visual Design

Design Systems ● Visual Design ● Mobile & Web Design ● Responsive Design ● Microinteractions ● Animation Principles ● UI Component Libraries

Tools

Figma ● Adobe XD ● Illustrator ● Photoshop ● Google Analytics ● Metabase

Methods & Collaboration

Usability Testing ● A/B Testing ● Agile/Scrum ● Cross-functional Collaboration ● Stakeholder Communication

Languages

English (Fluent) ● Persian (Native)

AWARDS & CERTIFICATES

2nd Place - MPM10 Programming Marathon

Sep 2022 - Sharif University of Technology

- Participated in a competitive, fast-paced event to prototype and present a working solution within 20 hours - ranked 2nd among 50+ teams.

IxDF Certifications

Nov 2022 - Interaction Design Foundation

- Emotional Design ● Human-Computer Interaction
- Perception & Memory in HCI ● Journey Mapping
- Design for Thought and Emotion ● Design for 21st Century
- User Research Methods