

AZIN GHASEMI

PRODUCT DESIGNER · DATA-DRIVEN UX SPECIALIST

Berlin, Germany

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“Blending creativity with data-driven clarity.”

Summary

Product Designer with a background in Computer Science and Data Analytics. I blend creativity with data-driven clarity to design measurable, human-centered experiences. Skilled in usability testing, A/B experimentation, and scalable design systems. Proficient in Python, SQL, and analytics tools to transform product data into actionable design decisions that drive retention and business growth.

Work Experience

Berlin, Germany

Remote

FREELANCE PRODUCT DESIGNER

Jun 2021 - Feb 2024

- Consulted FinTech, EdTech, and SaaS startups on UX strategy and product optimization.
- Improved onboarding completion by **28%** and reduced support tickets by **35%** through redesign and IA improvements.
- Built a 120-component design system, cutting delivery time **-25%**.
- Used Python and SQL for behavioral data analysis and KPI tracking.

Conar Design Studio

Tehran, Iran

PRODUCT DESIGNER

Sep 2019 - Apr 2021

- Design agency specializing in SaaS dashboards and web products.
- Improved trial-to-paid conversion **+17%** through pricing-page experiments and dashboard research.
- Created reusable design systems and style guides ensuring cross-product consistency.

Jibit (FinTech)

Tehran, Iran

UX DESIGNER

Oct 2018 - Oct 2019

- Digital wallet and payment platform.
- Increased NPS **+25%** and landing-page conversion **+20%** via UX redesign and usability testing.

SIBVAS (R&D)

Tehran, Iran

UI/UX DESIGNER

Apr 2017 - Oct 2018

- R&D company building multi-platform media and career services.
- Reduced churn **-15%** through UX evaluation and redesign.
- Designed localized Android TV interface adapted to regional user behavior.

Skills & Tools

Research & Testing

Usability Testing · A/B Testing · Unmoderated Testing (Maze, Lookback) · Hotjar · GA4 · Mixpanel · User Journey Analysis

Design & Systems

Figma (Variables · Auto Layout · Tokens) · Framer · Protopie · Design QA (Storybook · Zeroheight) · Information Architecture · Scalable Design Systems

Data & Development

Python (Pandas) · SQL · Amplitude · Mixpanel (Product Analytics) · HTML/CSS for Interactive Prototyping · Data-Driven Decision Making

Collaboration

Agile & Lean UX · DesignOps · Notion · Miro · Jira · Confluence · Cross-Functional Communication

Education & Certifications

Berlin School of Business & Innovation

Berlin, Germany

M.Sc. DATA ANALYTICS

2025 - Ongoing

Azad University, Tehran South

Tehran, Iran

B.E. COMPUTER ENGINEERING

2010 - 2016

CERTIFICATIONS

2021 **User Research – Methods and Best Practices**, Interaction Design Foundation

Online

2021 **A/B Testing**, Interaction Design Foundation

Online

Languages

English Fluent

German Intermediate

Persian Native