

Reza Kia

Product Designer



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Summery

Senior Product Designer with 5+ years of experience designing fintech, cryptocurrency, telecom, and e-commerce products. Experienced in leading end-to-end product design from discovery to delivery, partnering with Product Managers, Engineers, and business stakeholders to transform complex requirements into intuitive digital experiences.

Skilled in product discovery, UX research, interaction design, usability testing, analytics-driven decision making, and scalable design systems. Passionate about simplifying complex financial products while improving business outcomes and user satisfaction.

Professional Experience

Pooleno.ir (bitex) / Product Designer

Apr 2024 - PRESENT (1 yr 8 mos)

- ✓ Led end-to-end design of core cryptocurrency exchange experiences from discovery to delivery.
- ✓ Redesigned onboarding and KYC flows to reduce friction and improve activation.
- ✓ Designed crypto-backed lending including collateral, repayment and liquidation flows.
- ✓ Designed Toman investment and Wallet Profit & Loss features.
- ✓ Conducted user research, usability testing and behavioral analysis to inform product decisions.
- ✓ Contributed to the evolution of the design system and cross-functional collaboration.

MTN Irancell / Product Designer

Nov 2024 - Apr 2024 (6 mos)

- ✓ Redesigned Mylrancell user journeys.
- ✓ Built design systems for multiple digital products.
- ✓ Designed internal support application for remote diagnostics.

Digify / Product Designer

Nov 2022 - Nov 2024 (2 yr 1 mos)

- ✓ Reduced cart abandonment by 6%.
- ✓ Reduced product addition time by 30%.
- ✓ Designed and maintained Design Systems for two large-scale products.
- ✓ Enhanced product micro-interactions to create smoother and more engaging user experiences.
- ✓ Conducted user research and behavioral analysis to identify usability issues and product opportunities.

Calistu / UI/UX Designer

Mar 2022 - Oct 2022 (7 mos)

- ✓ Conducted user research and designed SaaS experiences across web and mobile.
- ✓ Built reusable Design System foundations
- ✓ Collaborated directly with founders to translate business goals into user-centered solutions.

Payping / UI/UX Intern

Sep 2021 - Dec 2021 (4 mos)

- ✓ Supported UX research and usability testing activities.
- ✓ Designed user flows, wireframes, and high-fidelity interfaces.
- ✓ Collaborated with Product Managers and developers during feature design and implementation.

Skills

Product:

Data analysis • Product Discovery • Product Strategy • Product Thinking • User • Experience Design • Interaction Design • Information Architecture • User Journey Mapping • Design Systems

Research:

User Interviews • Usability Testing • Behavioral Analysis • Product Analytics • Hotjar • Metabase • A/B Testing • Competitor Analysis

Design:

Figma • FigJam • Design Tokens • Auto Layout • Variables • Interactive Prototyping • Wireframing • High-Fidelity UI Design

Collaboration:

Cross-functional Collaboration • Stakeholder Management • Product Managers • Engineering Collaboration • Design Critique • Workshop Facilitation • Agile Product Development

Course

Product Design Course /
Amanj Academy

HCI Course / IxDF Institute

Education

B.Sc Psychology / Payam-e-Noor