BEHZAD GHAFFARIAN

I Think, Design and code.

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CORE COMPETENCIES

- User Experience Design
- Visual Design and Desing Systems
- Design Thinking
- Problem Solving
- Leadership and Collaboration
- Creativity and Critical Thinking
- Work Ethic

SKILLS

- Information Architecture
- Sketching, Wireframing and Prototyping
- Interactive UI Design
- Visual Design & Illustration
- User Research
- Usability Testing
- Design Systems
- Single Page Applications
- Responsive & Adaptive
- Frontend development (HTML, CSS, JS)
- Web Performance Optimization

Tools

- Figma & Figma Design System Tockens
- Adobe Creative Suite
- Adobe XD, InVision, FullStory
- Google Analytics
- Git, Slack, Jira, WebStorm, VSCode

EDUCATION

Software Engineering
NIIT - Oct 2010 - Oct 2012

PROFILE

A dedicated professional committed to building top-tier web applications. With over **20 years of experience in creating design-thinking products**, I possess the skills necessary to lead projects from initial design to the development of functional and valuable products cherished by millions.

EXPERIENCE

Jan 2019 Present

Senior Product Designer
WorldSinglesNetworks.com

- Promoted Design Thinking culture within the organization.
- Guided both Design and Frontend teams of 5 members.
- Built a dating SPA used by millions of monthly users, increasing sales by 50%.
- Increased main KPIs up to 4x by implementing BI, FullStory and A/B testing to identify weak points and fix them daily. Significantly improved Net Promoter Score (NPS) by 30 points.
- Mentored and provided guidance to juniors, fostering their growth and improving the overall team's performance.
- Embedded user-centered design principles into the fabric of the company's culture and frequently shared design solutions with stakeholders.
- Implemented Design System, using the latest tools like Figma, Tokens and Style Dictionary.
- Collaborated with product managers, revenue, and support teams to ensure design met both business needs and customer expectations.
- Consistently assessed product performance and offered new design solutions to enhance it.

July 2014 Jan 2019

Product Designer
WorldSinglesNetworks.com

- Defined project objectives and envisioned system features through rigorous analysis of user requirements and competitive research.
- Collaborated on brainstorming, information architecture, redesigning, and sketching the new Single Page Web Application.
- Designed a visually engaging, flexible and scalable web app for web and mobile devices.
- Created UI workflows and wireframes, carefully considering UX and information architecture.
- Set up and used BI tools, such as GA4, New Relic, FullStory, and Google Data Studio.
- Developed lightweight, forward-thinking, responsive, and scalable React UI components.
- Crafted and engineered responsive email templates that achieve full compatibility across various email clients, all while ensuring they maintain responsiveness and seamlessly adapt to dark themes.
- Crafted User Interface and User Flow for a new Dating mobile application with over 20 screens.

Sep 2013 Sep 2014

UI/UX Designer
MapJam

- Led, brainstormed, defined and contributed to the proposition, product, and design strategies.
- Created visual designs that effectively communicated brand and product identity, including concept sketches, mock-ups, layouts, iconography, and UI components.
- Developed user interaction models, prototypes, and design specifications.
- Collaborated closely with product managers and developers to deliver innovative design solutions that aligned with marketing goals and user needs.

Jan 2011 Sep 2014

UI/UX and Graphic Designer
KeeleUX

May 2010 Aug 2014

UI Designer & Frontend Developer
LikeOurselves

Jan 2001 Jan 2011

Co-Founder, Software Developer and Web Designer
Bornis Group