

Shima Mohammadian Rad

Senior Product Designer | Founder

shimamrad.com

hello@shimamrad.com

+98 917 103 1351

Garmdareh, Alborz, Iran

Work Experience

Founder & Product Designer

Avinoria • Full-time
Apr 2025 - Present
Remote

- Researched and validated product opportunities focused on solving real-world problems and improving user experiences.
- Defined product strategies, documentation, and roadmaps for innovative products within the Avinoria ecosystem.
- Founded and developed the Avinoria ecosystem by shaping product vision, architecture, and transforming ideas into viable solutions.

Lead Product Designer

Persia Tickets • Contract
Sep 2024 - Apr 2025
Vienna, Austrian • Remote

- Designed a culturally-adapted ticketing platform for the Austrian market, delivering seamless purchasing experiences across concerts, theater, and live entertainment events.
- Crafted an accessible buyer dashboard optimized for users with varying levels of digital literacy.
- Architected the UX and UI of organizer and administration platforms, enabling efficient event, sales, and revenue management.

Senior Product Designer

ApplyBuddy • Contract
Nov 2024 - Mar 2025
Houston, Texas, USA • Remote

- Led the redesign of the company website using a mobile-first strategy, improving usability and responsiveness across devices.
- Designed end-to-end application workflows for student and operator platforms supporting admissions to U.S., Turkish, and European universities.
- Translated user research insights into scalable design solutions aligned with business objectives.

Product Designer

vTak.ir • Contract
Jan 2023 - Apr 2023
Tehran, Iran • Remote

- Designed a culturally-aligned ticketing platform for traditional Iranian music concerts, balancing modern UX standards with audience expectations and cultural context.
- Designed a mobile-first, fully responsive ticket purchasing journey optimized for users primarily interacting via mobile devices.
- Designed the buyer-side user experience for concert ticket purchasing, focusing on simplicity, clarity, and reducing friction in the purchase flow.

Product Designer

Visiwise • Full-time
Dec 2021 - Jan 2023
Calgary, Alberta, Canada •
Tehran Office (On-site)

- Led the redesign of a maritime logistics platform, enabling real-time cargo tracking for shipping lines and traders.
- Redesigned the enterprise trader dashboard to simplify complex shipping operations and boost usability.
- Conducted merchant interviews to identify key needs and iteratively build tailored features across client segments.

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	Product Designer RemoteDerm • Contract Mar 2021 – Dec 2021 Canada • Remote - Designed a telemedicine platform for Canadian healthcare providers and patients, addressing regulatory requirements and cross-timezone scheduling challenges. - Simplified complex patient intake and appointment booking workflows while maintaining compliance requirements. - Created user-centered virtual care experiences that improved accessibility and adoption for both patients and healthcare professionals. Product Designer Irantic.ir • Full-time Aug 2019 – Mar 2021 Tehran, Iran • On-Site - Redesigned the web platform and designed a mobile application for cinema, theater, and entertainment ticket booking experiences. - Designed SAMFAA, a centralized analytics platform providing real-time visibility of ticket sales for movies and theater performances across cinemas, enabling transparent performance tracking for stakeholders in the entertainment industry. - Designed a digital engagement experience (interactive game system) for in-cinema devices to increase audience engagement and drive attendance during the COVID-19 period. UX/UI Designer Kavosh (Carrene) • Full-time Jul 2018 – Aug 2019 USA/Tehran • Tehran Office (On-Site) - Designed an internal work and task management platform for a software company, combining task tracking with team communication features to improve synchronization across distributed teams for a U.S.-based client. - Designed the visual identity (logo) for a smart money transfer application, focusing on clarity, trust, and simplicity in financial branding. - Designed a one-time password (OTP) authentication mobile application for banking systems in Iran, developed for enterprise service providers (Sadad and Tosan), addressing secure user verification requirements across banking protocols.	
	Mentorship Senior Product Design Mentor ADPList.org • Part-time Jun 2021 – Present - Conducted 170+ mentorship sessions (10,000+ minutes) on ADPList, ranking in the top 1% of global mentors for two consecutive months. - Guided mentees on team collaboration, career development, and resume optimization aligned with international standards. - Designed hands-on UX/UI projects with structured weekly feedback loops to strengthen design skills and user-centered thinking. - Provided strategic product and business guidance to non-design professionals, fostering a structured approach to product development. <td></td>	

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Skills

Core Design

- Product Design (End-to-End)
- User Experience (UX) Design
- User Interface (UI) Design
- UX Research & Usability Testing
- Interaction Design
- Information Architecture
- Design Systems
- Systems Thinking

Product & Leadership

- Product Strategy & Vision Alignment
- Cross-Functional Collaboration
- Stakeholder Management
- Product Discovery & Requirement Definition
- Mentoring & Coaching Designers
- Strategic Design Thinking
- Decision-Making in Product Development

Tools & Technologies

- Figma (Advanced UI Design & Prototyping)
- FigJam, Miro (Collaboration & Workshops)
- Penpot (Design & Prototyping)
- Notion, ClickUp, Jira (Product & Workflow Management)
- User Research & Usability Testing Tools
- Design Systems & Component Libraries

Education

Bachelor's Degree in Software Engineering

Islamic Azad University of Shiraz
2010 - 2015

Languages

English

Reading Proficiency (Basic)

German

A2 (Basic)