

Mohadeseh Fallah

Product Designer

Based in Tehran, Iran

About Me

I'm a product designer focused on building user-centered B2B platforms. With over 4 years of experience across web tools, storefronts, and SaaS products, I approach design through research, usability testing, and real user behavior before moving into visual design. As a deaf designer, I've developed a strong ability to observe and understand how people interact with products, making accessibility and inclusive design a natural part of my process.

Education

University of Shomal | M.S, Artificial intelligence . 2016–2018

University of Shomal | B.S, Computer Software Engineering . 2012–2014

University of Alzahra Babol | Associate's Degree, Computer Engineering. 2010–2012

Certificates

- **Google** | Google Analytics Certification
- **Uxcel** | UX Design Foundations
- **Uxcel** | UX Research
- **LinkedIn** | Design Thinking for UX Design Managers
- **DeXign Academy** | User Interface Design
- **Coursera** | Visual Elemnts of User interface Design
- **Coursera** | Foundations of User Experience (UX) Design
- **Udemy** | UX Methods Fundamentals

Language

- **Persian** | Native
- **English** | Working proficiency
- **Arabic** | Basic
- **German** | Beginner

Contact

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Porfolio

- ↗ **Behance** (Design Case Studies)
- ↗ **dribbble** (UI projects)
- ↗ **medium** (Articles)

Work Experience

●	Podro Product Designer hybrid – Aug 2024–present • Web-based store builder: shops, orders, payments. • Current focus: Arian Pasargad (B2B desktop storefront) • Researching two core merchant personas platform owners and sub sellers with distinct needs • Designing the desktop storefront experience for B2B buyers and sellers • Running discovery interviews and usability studies before any build • Collaborating with PMs and engineers to ship research-backed iterations • Earlier work at Podro: • Conducted in person user research; turned behavioral findings into weekly iterations • Redesigned onboarding → +20% sign-up retention • Rebuilt payment flow with connection/VPN states → +23% completed transactions • Ran a usability program → +32% customer satisfaction, fewer support tickets • Owned the design system across 3 squads
●	Quarkino UI/UX Designer hybrid – Jun 2022–Mar 2024 . 1 yr 9 mos • Led a hybrid design team → +50% faster review cycles • Designed minimalist marketing sites (Quarkino, Shaterman) and responsive mobile apps • Introduced design tokens to accelerate dev hand off • Shipped AI chat and self serve flows that cut onboarding friction
●	Mavaranet UI Internship On Site – Mar 2022–Jun 2022 . 4 mos • Designed patient facing web experiences for a health tech agency • Made online booking and messaging accessible to patients
●	Caspian24 Agency Graphic Designer hybrid – Jun 2020–Feb 2022 . 2 yr • Designed social, story, and news-site visuals before moving fully into product
●	Arshadan Publication Website Operator hybrid – Jun 2015–Mar 2020 . 5 yr • Managed 50+ daily client interactions on the support front line
●	Aftab company PHP Programmer On Site – Apr 2013–Mar 2014 . 1 yr • Built an educational site with a math & language library

Technical Skills

- PrototypingWireframingDesign SystemPrototypingWireframingDesign System
- Microsoft ClarityUser ResearchUsabilliting TestingUX/UI DesignProduct Design

Soft Skills

- Problem SolvingCollaborationEmpathyAdaptabilityActive ListeningTeam communication
- Time managementSelf-MotivationCritical ThinkingConflict Resolution