



Shamim Shahriyari

PRODUCT DESIGNER · PRODUCT MANAGEMENT EXPERIENCE

Product Designer with 4+ years across UX/UI, interaction design, usability testing, and complex product flows. More recently I moved into Product Management on a multi-module ERP, working with engineering to clarify requirements, improve incomplete flows, and review what reached production. That experience has strengthened how I design: I see business rules, delivery constraints, and how design decisions actually ship. I use AI tools alongside Figma for research, flow exploration, prototyping, and faster iteration.

Contact



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Shiraz, Iran

Education

B.A. Industrial Design

Iran University of Science and Technology
Tehran · 2016–2021

- Graduated with rank #2 in the faculty

Courses

Human–Computer Interaction (HCI)

Interaction Design Foundation · 2021

- Top 10% of class

Software Product Management

University of Alberta · Coursera · 2025–2026

- Introduction to Software Product Management
- Client Needs and Software Requirements
- Software Processes and Agile Practices
- Agile Planning for Software Products
- Reviews & Metrics for Software Improvements

Awards

IDA Design Awards · 2021

Honorable Mention for "Let's Make a Choice"

IDA Design Awards · 2020

Honorable Mention for "Kidiraw"

Languages

Persian — Native

English — Advanced

Work Experience

Novin Dev / Product Manager

2026 — Present

- Worked on an existing ERP with incomplete flows, missing requirements and fields, UX inconsistencies, and technical issues; reviewed and improved selected areas across Treasury, Accounting, Office Automation, Attendance, and Employee Portal.
- Reworked product flows and states, identified missing scenarios, validation gaps, and edge cases, and helped turn unclear behavior into more complete product experiences and specifications.
- Used Figma and AI-assisted tools such as Figma Make, Claude, and Grok to explore flows, prototype interactions, compare alternatives, and communicate expected behavior more quickly.
- Worked with developers to clarify requirements and keep implementation aligned with the intended experience, then reviewed delivered features from both product and UX perspectives.
- Launched two internal products: FEEDO, which used AI to turn tester reports into classified, well-written, prioritized Jira tasks; and NEXO for company-wide roadmaps and project plans.

Khedmatazma / Product Designer

2024 — 2025

- Designed and iterated responsive product experiences across multiple initiatives, working closely with product managers and developers from flow definition through implementation review.
- Redesigned active product flows and interfaces, created user flows and interactive prototypes in Figma, and used research and usability feedback to simplify complex interactions.

Testady / Usability Test Analyst / Product Designer

2021 — 2024 · Part-time

- Conducted and analyzed 12+ usability studies across B2B and B2C products, identifying user pain points and turning findings into practical UX recommendations.

Top Change · TC Pay / UX/UI Designer

2022 — 2023

- Led end-to-end UX/UI design for fintech features including P2P transfer and affiliate flows, covering user research, flow definition, interaction design, prototyping, and stakeholder review.

Core Skills

Product design

UX/UI design · Interaction design · Responsive design · User flows · Information architecture · Rapid prototyping · Design systems

Research & validation

UX research · Usability testing · Journey mapping · Design critique · Implementation review

Product thinking

Requirement analysis · Flow modelling · State machines · Edge cases · Prioritization · User stories · Engineering collaboration

Tools & AI

Figma · FigJam · Figma Make · Jira · Notion · Claude · Grok · Photoshop · Framer