

# Mona R. Nikkhah

## Senior Product Designer | E-commerce, SaaS, Mobile & Dashboard Experiences

[mona.niikkhah@gmail.com](mailto:mona.niikkhah@gmail.com) | +98 933 777 0706 | Portfolio: [MonaNiikkhah](#) | LinkedIn: [MonaNiikkhah](#) | Behance: [MonaNiikkhah](#)

### PROFILE

Senior Product Designer with 4.5+ years of experience designing complex dashboards, e-commerce journeys, campaign experiences, and scalable design systems. Experienced in turning ambiguous business requirements into clear product flows, high-fidelity interfaces, and developer-ready documentation. Strong in UX discovery, behavioral analysis, usability testing, and cross-functional collaboration with Product, Engineering, Marketing, SEO, and Growth teams.

### EXPERIENCE

#### Senior Product Designer - Exiraaz | Tehran, Hybrid | Sep 2025 - Present

- Own end-to-end product design for e-commerce and campaign experiences, including landing pages, PLP/PDP improvements, internal dashboards, and user-facing flows.
- Translate business and campaign requirements into clear user journeys, prototypes, high-fidelity UI, and developer-ready documentation.
- Initiate and evolve a modular design system with reusable components, responsive patterns, and UI guidelines to support scalable product delivery.
- Align Engineering, Marketing, SEO, and business stakeholders around product flows, UX trade-offs, implementation constraints, and launch-ready design decisions.

#### Product Designer - Host Iran | Tehran, Hybrid | May 2024 – Aug 2025

- Redesigned cloud dashboards and user panels across service navigation, ticketing, KYC, invoicing, purchase flows, and account management.
- Designed an AI-powered Order Wizard to simplify hosting/domain purchase decisions through guided steps, clearer content hierarchy, and reduced cognitive load.
- Created product evaluation and feature assessment documents based on stakeholder interviews, usability observations, and business requirements.
- Collaborated with Product and Engineering teams to translate technical services into understandable, user-friendly product experiences and implementation-ready flows.

#### Product Designer, Part-time Contract - Ainfluencer | Canada & Iran, Remote | Oct 2025 – Feb 2026

- Redesigned campaign manager and influencer dashboards for multiple user roles, campaign states, analytics views, filtering systems, and performance-oriented decision making.
- Designed advanced filtering, real-time analytics modules, influencer scoring concepts, and reusable UI patterns to improve dashboard consistency and developer handoff.

#### Product Designer, Project-based Contract - TazeBar Company | Tehran, Remote | Jan 2025 – Mar 2025

- Designed Sales Performance, Analytics, BNPL, and Credit Management workflows for internal teams, including credit requests, approvals, status tracking, and risk-aware decision support.
- Mapped complex business rules, user permissions, and operational scenarios into clear product flows, dashboards, and high-fidelity interfaces.

### ADDITIONAL EXPERIENCE

#### Product Designer, Part-time Contract - Mizegerd | Karaj / Australia, Remote | Jul 2025 – Oct 2025

- Designed an AI-powered SEO optimization dashboard, including guided workflows, dashboard structures, SEO recommendation concepts, and early-stage feature assessment.

#### Product Designer - TazeBar Company | Tehran, Remote | Aug 2023 – Feb 2024

- Redesigned website, dashboard, checkout, payment, route planning, and logistics-related workflows for customer and internal operational users.

#### Freelance Product Designer - Selected Projects | Remote | Aug 2022 – Present

- Designed responsive websites, mobile app interfaces, landing pages, dashboards, and e-commerce experiences for selected clients and early-stage digital product projects.

CORE SKILLS

|                          |                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Product & UX             | UX discovery, problem framing, journey mapping, IA, user flows, wireframing, prototyping, usability testing, heuristic evaluation |
| Analytics & Research     | User interviews, surveys, feedback synthesis, GA4, Microsoft Clarity, Hotjar, heatmaps, session recordings, funnel analysis       |
| UI & Systems             | Figma, design systems, components, variants, variables, auto-layout, responsive UI, dashboard design, data visualization          |
| Delivery & Collaboration | Developer handoff, design documentation, stakeholder alignment, design critiques, Agile/Scrum, trade-off communication            |
| Domains                  | E-commerce, SaaS, dashboards, campaign management, mobile applications, AI-assisted products, BNPL/credit workflows               |
| Tools                    | Figma, Miro, Jira, Confluence, Maze, GA4, Looker Studio, Clarity, Hotjar, Adobe XD, basic HTML/CSS, ChatGPT, Claude, v0, Lovable  |

MENTORSHIP & KNOWLEDGE SHARING

- Teaching Assistant (Part-time) - UI/UX Bootcamp, instructed by Ehsan Ezzati | *Tehran, Hybrid* | Jan 2025 - Present
- Mentor 10+ trainees by reviewing wireframes, UI projects, and design exercises with practical, constructive feedback.
  - Translate complex design concepts into actionable guidance, a skill also applied in stakeholder discussions, handoff sessions, and design critiques.

EDUCATION

Master of Science in Architectural Technology | Shahid Beheshti University, Tehran | 2019 - 2022  
Bachelor of Science in Architectural Engineering | Sooreh University, Tehran | 2013 - 2017

CERTIFICATIONS

Product Design, Design System, User Research, UX Writing, Service Design, Midas CRO Course - In Progress, IxDF: Journey Mapping, UX Management, Mobile UX Strategy