

Mona R. Nikkhah

Senior Product Designer | Fintech, Marketplace, Logistics & Dashboard Products

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

PROFILE

Product Designer with **4.5 years of experience**, most of it as the **sole designer** embedded directly with Product, Engineering, and Business/C-level stakeholders - including direct collaboration with a CEO, Sales, and Operations teams. I own ambiguous problems end-to-end, from discovery through developer handoff, across fintech, marketplace, and logistics-driven products.

Led the design of a multi-sided affiliate monetization system associated with a **~20% increase in monthly package sales** (vs. 3-month pre-launch average). Redesigned a manual nightly dispatch process into a **~10-minute rule-based workflow** supporting a growing fleet. Between mid-2025 and early-2026, I deliberately worked in parallel - one full-time role alongside part-time/project-based contracts - to gain simultaneous exposure across these domains; engagement type and timeline are noted for each role below.

EXPERIENCE

Senior Product Designer - Exiraaaz | Tehran, Hybrid | Sep 2025 - Present

Embedded in the Engineering team (Front-end, Back-end); direct collaboration with Marketing, SEO, Sales, and the CEO

- Owned end-to-end product design for a physical-gold marketplace, including a QR-based post-purchase registration flow that lets third-party marketplace buyers register their purchased gold bars and link them to verified Exiraaaz accounts - driving **150 registrations in the first month**.
- Designed a 15-day branch-to-digital acquisition campaign using a QR-driven giveaway mechanic to move offline branch visitors into Exiraaaz's digital ecosystem, onboarding **3,500+ people within 5 months**.
- Initiated and maintained a modular design system (**~40-50 components**) with reusable, accessibility-conscious patterns to support consistent, scalable delivery across web and mobile.

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

Part-time, concurrent with full-time role at Exiraaaz; sole Product Designer within the Product team

- Designed an end-to-end affiliate monetization system for a multi-sided influencer marketplace - covering campaign creation, brand-influencer negotiation, approval states, and commission/coupon logic; the launch was associated with an approximately **20% increase in monthly package sales** compared to the 3-month pre-launch average.
- Redesigned campaign-manager and influencer dashboards across multiple user roles and analytics views; session-recording data (Clarity) showed a **~2-3 minute reduction in task-completion time**, along with increased filter usage and improved user satisfaction reported through support feedback.

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

First 4 months as part of a 2-designer team - redesigned invoicing and account-management panels for improved usability; remaining 7-8 months as sole Product Designer embedded in Engineering(Front-end, Back-end):

- Simplified identity-verification (KYC) flows across individual and legal-entity user types, making it easier for users to access services matching their verification level; **reduced support tickets and calls** related to KYC-restricted services.
- Owned end-to-end design for the hosting purchase journey, redesigning it into a rule-based guided recommendation flow that translated technical specs into plain-language questions for non-technical buyers; post-launch data (Clarity) showed users reaching service decisions faster, alongside an **increase in purchase-completion rate** and positive feedback through support channels.
- Redesigned the support-ticketing flow, helping users identify issues and reach resolutions faster; this **reduced incoming ticket volume**.
- Produced feature-assessment and evaluation documents based on stakeholder interviews and usability observations.

Senior Product Designer, Project-based Contract - Mizegerd | Karaj / Australia, Remote | Jul 2025 – Oct 2025

Flexible, task-based contract (no fixed hours); delivered alongside full-time roles at Host Iran and Exiraaz; sole Product Designer working directly with PM, PMO, and Engineering

- Designed an AI-assisted SEO audit dashboard, structuring raw technical signals into a **three-layer decision model (Overview → Diagnosis → Action)** with an AI recommendation layer that kept the source finding visible for user trust.

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

Sole Product Designer; direct collaboration with the CEO, Sales, and Operations teams; indirect collaboration with Engineering

- Redesigned TazeBar's nightly vehicle-dispatch process by translating tacit dispatcher knowledge into a rule-based product workflow, supporting a fleet that grew from **~15 to ~25 vehicles** without adding planning overhead. The new flow removed dependency on a single experienced dispatcher, shortened new-hire onboarding with fewer errors, and reduced vehicle-assignment mistakes that had previously caused complaints from restaurants with limited parking.
- Designed a role-based access control system supporting **~40 distinct roles** for TazeBar's admin panel, replacing an unstructured permission model that carried real business risk; each role's permissions were scoped to its job function, **eliminating prior access-related risks**.
- Designed Sales Performance, BNPL, and Credit Management workflows, including credit requests, approvals, and risk-aware status tracking for internal teams.

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

Sole Product Designer

- Redesigned product discovery and checkout for TazeBar's B2B grocery marketplace, improving how restaurant buyers assessed packaging and product quality before ordering; this **reduced order-correction requests** and cut the need for manual sales-team coordination to confirm receiver/delivery details.
- Designed a vehicle stop-alert feature for logistics operations, combining configurable alert thresholds, real-time notifications, and a centralized dashboard for operational review.

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

- Delivered UI/UX design across e-commerce, travel, and fintech verticals for multiple brands (including Hamgardi's platform redesign), plus a confidential fintech project under NDA - covering visual direction, prototyping, and end-to-end UI delivery.

CORE SKILLS

Product & UX: UX discovery, journey mapping, IA, wireframing, prototyping, usability testing, heuristic evaluation

Research & Analytics: User interviews, usability testing, A/B testing, GA4, Microsoft Clarity, Hotjar, funnel analysis

UI & Design Systems: Figma (components, variants, auto-layout), design systems, accessibility, dashboard design, data visualization

Collaboration & Delivery: Developer handoff, Agile/Scrum, stakeholder alignment, cross-functional collaboration

Domains: Fintech, BNPL/credit workflows, B2B marketplace, logistics, SaaS dashboards, AI-assisted products

Tools: Figma, Miro, Jira, Confluence, Maze, GA4, Looker Studio, Clarity, Hotjar, Adobe XD, 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 **20+ trainees** across **3 consecutive** cohorts through live group sessions, joint critique, and hands-on exercises, consistently receiving positive feedback from both trainees and the lead instructor; several trainees have since transitioned into design roles.
- Develop tailored coaching content based on recurring challenges and gaps observed in trainees' work, translating patterns into targeted exercises and feedback frameworks.

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 & Courses

User Research Bootcamp | Amanj Academy | Autumn 2025 - Design Systems Bootcamp | Amanj Academy | Winter 2025

UX Management | Interaction Design Foundation (IxDF) - Mobile UX Strategy | Interaction Design Foundation (IxDF)

Conversion Rate Optimization (CRO) | Midas Academy | In Progress