

Mona R. Nikkhah

Senior Product Designer | Fintech, Marketplace, Logistics, SaaS & AI Products

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PROFILE

Senior Product Designer with **5+ years of experience** across fintech, marketplaces, logistics, SaaS, and AI-assisted products, often as the **sole designer** embedded with Product, Engineering, Business, and C-level stakeholders. I own ambiguous problems end-to-end, from discovery and product logic through UX/UI, validation, and developer handoff.

Selected impact: **~20% MoM package-sales growth** associated with an affiliate launch; dispatch planning reduced from **~4 hours to ~10 minutes**; **3,500+ users** onboarded through offline-to-digital acquisition; and a **~46% day-over-day organic-click lift at peak** after a cross-functional SEO/product redesign.

From mid-2025 to early-2026, I worked in parallel across one full-time role and part-time/project contracts; engagement type and timeline are labeled below.

EXPERIENCE

Senior Product Designer - Exiraz | *Fintech · Gold Marketplace* | Tehran, Hybrid | Sep 2025 - Present

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

- Drove **150 marketplace product registrations in the first month** by designing a QR-based post-purchase ownership flow that connected third-party gold purchases to verified Exiraz accounts.
- Onboarded **3,500+ branch visitors into Exiraz's digital ecosystem** through a QR-driven acquisition initiative launched as a 15-day campaign, generating registrations over the following 5 months.
- Contributed to **Top-5 / #1 Google rankings** for target gold-price queries and a **~46% day-over-day organic-click lift at peak** by translating SEO strategy into a product-led page structure, information hierarchy, CTA logic, and implementation-ready proposal across SEO, Marketing, Sales, and Engineering.
- Built and maintained a modular design system (**~40-50 components**) with reusable, accessibility-conscious patterns for scalable web/mobile delivery.

[QR Ownership Registration](#) · [Branch-to-Digital Acquisition](#) · [SEO/Product Growth Result](#)

Senior Product Designer, Part-time Contract - AI Influencer | *Influencer Marketplace* | Canada & Iran, Remote | Oct 2025 - Feb 2026

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

- Launched a new affiliate monetization layer across brand and influencer experiences; the release was associated with a reported **~20% MoM increase in package sales**, while defining reusable logic for campaigns, products, commissions, coupons, payments, approvals, and tracking.
- Reduced campaign-management task completion by **~2-3 minutes** and increased filter usage by redesigning multi-role dashboards and analytics views (Microsoft Clarity), with improved satisfaction reported through support feedback.

[Affiliate Monetization Case Study](#)

Senior Product Designer - Host Iran | *SaaS · Web Hosting* | Tehran, Hybrid | May 2024 - Aug 2025

First 4 months in a 2-designer team; remaining ~12 months as sole Product Designer embedded in Engineering

- Shipped a rule-based hosting recommendation flow in **2 months**, turning technical plan selection into a guided self-service path from plain-language requirements to recommendation, comparison, add-ons, and checkout.
- Support feedback indicated fewer repetitive FAQ-covered requests and clearer ticket context after launch of the guided self-service ticketing flow.
- Simplified KYC verification across individual and legal-entity users, reducing support contacts tied to verification restrictions.
- Redesigned key cloud-management and account-panel experiences to improve information hierarchy, account-data visibility, and access to common actions.

[Guided Hosting Purchase](#) · [Support Ticketing](#) · [Cloud Dashboard](#)

Senior Product Designer, Project-based Contract - Mizegerd | *AI SaaS · SEO Dashboard* | Iran / Australia, Remote | Jul 2025 - Oct 2025

Flexible, task-based contract delivered alongside full-time roles; sole Product Designer working with PM, PMO, and Engineering

- Designed and shipped an AI-assisted SEO audit dashboard that turned raw technical signals into an **Overview → Diagnosis → Action** decision model, pairing explainable AI recommendations with prioritized, trackable tasks across multiple projects.

[AI-Assisted SEO Audit Case Study](#)

Product Designer, Project-based Contract - TazeBar Company | *B2B Commerce · Logistics Operations* | *Tehran, Remote* | *Jan 2025 - Mar 2025*

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

- Reduced nightly dispatch planning from **~4 hours to ~10 minutes** and expanded operational ownership from **1 specialist to 5 team members** by translating vehicle, route, driver, and restaurant constraints into a guided rule-based workflow.
- Achieved **>90% logic match** between system-proposed assignments and expert dispatcher decisions during validation, while preserving manual control for exceptions and last-minute changes.
- Designed a role-based access-control system for **~40 distinct roles**, replacing an unstructured permission model with clearer role/permission logic and reducing access-related risk.
- Designed **BNPL and credit-management workflows** covering credit requests, approvals, risk-aware status tracking, and operational decision states.

[Dispatch Planning](#) · [Role-Based Access Control](#)

Product Designer - TazeBar Company | *B2B Marketplace · Logistics* | *Tehran, Remote* | *Aug 2023 - Feb 2024*

Sole Product Designer

- Redesigned product discovery and checkout for TazeBar's B2B grocery marketplace using customer and stakeholder feedback, clearer product cards, filters, and ordering states - reducing order-correction requests and manual sales coordination.
- Designed a vehicle stop-alert feature combining configurable thresholds, real-time notifications, and a centralized operational dashboard to support faster logistics monitoring.

[B2B Marketplace Redesign](#) · [Vehicle Stop Alert](#)

Freelance & Independent Product Designer - Selected Work | *E-commerce · Travel · Fintech · Automotive* | *Remote* | *Aug 2022 - Present*

- Delivered paid end-to-end UI/UX work for multiple clients across e-commerce, travel, automotive, and fintech, including Hamgardi's platform redesign, Lucano 717, and confidential fintech products under NDA; selected public and independent work is linked below.

[Lucano 717](#) · [Miora AI Fashion App](#) · [Nobate To](#) · [Okala Usability Study](#)

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

Technical Literacy: HTML/CSS - basic working knowledge; responsive layouts, implementation constraints, and designer-developer handoff

Tools: Figma, Miro, Jira, Confluence, Maze, GA4, Looker Studio, Clarity, Hotjar, ChatGPT, Claude, v0, Lovable

MENTORSHIP & KNOWLEDGE SHARING

Teaching Assistant (Part-time) - UI/UX Bootcamp, instructed by Ehsan Ezzati | *UI/UX Education* | *Tehran, Hybrid* | *Jan 2025 - Present*

- Mentor **20+ trainees** across **3 consecutive cohorts** through live sessions, joint critique, and hands-on exercises; several trainees have since transitioned into design roles.
- Develop tailored coaching content from recurring gaps in trainees' work, translating observed 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) |

SheCodes Basics & Plus - HTML/CSS & responsive web fundamentals | Conversion Rate Optimization (CRO) - Midas Academy (In Progress)