### Hamid Reza Azarkheil

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A **UI/Product Designer** with over 8 years of experience who enjoys finding creative solutions through technology and design, while maintaining superb quality and within budget. I also have a passion for emerging technology, design, and marketing strategy.

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| * Agile & scrum methodologies * Interaction Design * Visual Design * Prototyping | * Problem Solving * Teamworking * Time-management * Multitasking | * Design sprint * A/B Testing * User research * Mobile & Desktop Design |

# Professional Experience

**Kixy,** UK- London Mar 2022 – Present

***Product Designer***

Kixy is an exciting, fast-growing Fintech start-up based in London. Our mission is to help our customers improve the way they manage their finances and empower them to connect and send money easily and at great rates to anywhere in the world.

**Pantel,** Iran-Tehran May 2020 – Mar 2021

***Head of Design***

Pantel, is a super app and the next generation of universal, swift and safe communication based on various AI robots.

* Increased conversion rate of mobile apps by 7% in less than six months.
* Made the applications 70% crash-free through finding bugs and problems with Firebase and fixed them, and push our users to update the app using smart notifications.
* Successfully established all Scrum routines and ran 20 sprints with less than 10% error in estimations.

**Hafhashtad (780),** Iran-Tehran Nov 2018 – Apr 2020

***Senior Product Designer***

One of the largest private Telecommunication Company in Iran.

* We've shipped 6 apps, worked on 9 products successfully, and grown the design team more than 3.
* Grown “Hafhashtad” to a high 8-figures business and be the largest private telecommunication company in Iran.
* Directed and mentored 3 team members to create, design, and accomplish product roadmaps on a platform.
* Implemented Scrum framework and methodologies to encourage the Product Team and Product Owners to increase productivity, reduce customer problems, and increase product quality.
* Built conversion rate optimization and user experience team and hired UX designer and UI designer.
* Worked closely with developer team to fix web site and mobile app problems trough usability testing and qualitative research.

**Noavaran Sharif,** Iran-Tehran Jan 2018 – Nov 2018

***Product Designer***

One of the most active Information Technology & Services in Iran.

* Plan and implement new designs.
* Optimize existing user interface designs.
* Create prototypes for new product ideas.

**Golvazheh,** Iran-Tehran Jan 2015 – Feb 2018

***Art Director & UI Designer***

One of the biggest Educational Publisher in that time.

* Design, development and implementation of the book’s cover & layout, CVI, catalog, brochure, advertising, social network’s content and production communication materials.
* Supervise the assessment of all graphic materials in order to ensure the quality and accuracy in the design.
* Create, improve and use wire frames, prototypes, style guides, user flows, and effectively communicate my interaction ideas using any of these methods.

**EDUCATION & CREDENTIALS**

**Master’s Degree in Design**, University of Florence, Italy