



Omid Moradi

Creative leader, Strategist and designer

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High-performing product designer with +6 years of experience designing and supervising the development of various software and services for a range of projects including SaaS, E-commerce website, Mobile App, and built cohesive Design Systems.

Work Experiences

 **Product Design Lead - [Postpace.io](https://postpace.io)** Paris - Remote
Nov 2020 - present


Postpace is a new service that will alter the way filmmakers manage feedback within the team and save their data on cloud. I assisted Postpace in developing their concept which resulted in securing the first round of funding. I lead the team from start to finish by understanding the users and business needs through data analysis, design strategy formation, prototyping and user testing, all they to launch and get feedback.

- Lead the investor pitch focused redesign of the Postpace website, that resulted in the initial investment for the platform.
- I helped redesigning the entire service, focusing on new appearance and better user experience. This led to creation of the new DLS based on the latest flow of Figma.
- I was the lead designer of the Postpace PWA mobile software in the context of PWA limitations

 **Senior UI Designer - [Pixflow.net](https://pixflow.net)** Paris - Remote
Aug 2020 - Oct 2023

For 10 Pixflow was the Power Elite Author on Envato Market. My first effect on Pixflow when I joined them was to help them start selling their products independently on their own website. This led Pixflow to also start selling graphic assets and plugins.


- Redesigned the Pixflow website from a portfolio site to an e-commerce platform, that currently has more than 80K visitors per month.
- Created a cohesive design language for the whole family of Pixflow products.
- Worked closely with the development team, supervising the quality and implementation of all epics.
- Designed Editors Plugins, for example Motion Factory that is a well-known after effects plugin among video editors..

 **Independent Mid-level Product Designer - Freelance** Dubai - Hybrid
2018 - Apr 2020

I have designed websites for many startups in accelerators. The industries I have experience working in range from online construction worker recruitment to cryptocurrency trading teaching website.

some examples:

- Individual designer at [Pixipax](https://pixipax.com), a studio-based product for PEPSI and Magnum ice cream distribution in North Carolina, USA
- One of 5 UI designers working on [Massive Dynamic](https://massivedynamic.com) project; old but gold word-press theme with +20k sales

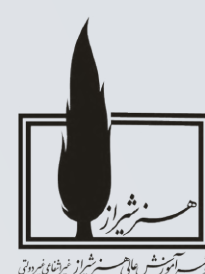
 **Visual Designer - Vesta system** Shiraz - On site
Feb 2017 - Jan 2018

As my first step in the world of design, I have worked as a graphic designer, designing the brand book and social media style guide for many services that worked with Vesta Systems.

Skills

- Design team lead
- Prototyping
- Mobile Design
- Design systems
- Usability test
- User-centered Design
- User experience
- Wireframe
- Figma
- Adobe Suite
- Information Architecture

Education



Graduating from the Art University of Shiraz in 2021 with a B.A. in Graphic Design.