Omid Moradi

Senior Product Designer

Senior Product Designer with 6+ years of experience in UI/UX, SaaS platforms, eCommerce, and mobile apps. I specialize in developing design systems, improving product conversion through user-centered design, and working in agile environments. Experience with Figma, Adobe CC, and usability testing.

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Work Experiences



Senior Product Designer - Pixflow.net Paris - Remote

Aug 2020 - Present

Upon joining Pixflow as UI/UX Designer, I spearheaded the initiative to establish independent product sales on their website. This strategic move enabled Pixflow to expand its offerings to include graphic assets and plugins.

- Revamped the Pixflow website from a portfolio site to an e-commerce platform, facilitating both one-time purchases and subscription payments using insights gathered from sales and user interactions.
- Established a unified design language for the entire range of Pixflow products, spanning from the website to plugins within the editors' platform.
- Collaborated closely with the development team(Cross Functional) to oversee the quality and execution of all project milestones.
- Redesigned the shopping experience on Pixflow's website, optimizing the user journey and checkout process, resulting in a ~13% monthly increase in conversion rates.

Head of Product Design - Postpace.io Paris - Remote

Nov 2020 - Sep 2024

Postpace is a service transforming how filmmakers manage team feedback and securely store data in the cloud. I played a key role in shaping its concept, securing initial funding, and leading the team through design strategy, prototyping, user testing, and launch, ensuring alignment with user and business needs.

- Led a data-driven redesign of the Postpace website for investor pitches, using analytics to refine messaging and user flow, contributing to the successful \$1.1M funding.
- Contributed to the redesign of the entire service, with a focus on enhancing the appearance and improving user experience. This initiative led to the development of the new **Design system** based on the latest Figma flow.
- Served as the lead designer for the Postpace mobile software within the constraints of PWA.



2018 - Apr 2020

I have crafted websites for numerous startups within accelerators. My expertise spans across various industries, including online construction worker recruitment and cryptocurrency trading education platforms. I am proud to have been selected as one of the three UI designers for the Massive Dynamic project, the pioneering responsive WordPress theme that generated approximately \$1M in sales.



Visual Designer - Vesta system Shiraz - On site

Feb 2017 - Jan 2018

In my initial foray into the design realm, I honed my skills as a graphic designer. I crafted the brand book and social media style guide for various clients collaborating with Vesta Systems.

Skills

- UI/UX Design
- Design Systems
- SaaS
- B2B Products
- Agile Methodologies
- User Research
- Prototyping
- Information Architecture
- Wireframing
- Mobile & Web App Design

Education



B.A. in Graphic Design of Art University of Shiraz in 2021