Omid Moradi

Senior Product Designer

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Summary

Senior Product Designer with 7+ years of experience designing SaaS, e-commerce, and mobile products used by millions of users. I've led end-to-end product design, built scalable design systems, and contributed to securing $1.1M in funding through product and pitch design. Experienced collaborating with cross-functional teams across Europe and the Middle East.

Experience

Senior Product Designer — Pixflow (Remote, Paris) | Aug 2020 – Present
- Led the transformation of Pixflow from a portfolio website into a scalable e-commerce platform for digital products and subscriptions.
- Redesigned the shopping and checkout experience using user research, Google Analytics, and A/B testing, increasing conversion rates by ~13% month over month.
- Built and maintained a unified design system across Pixflow products, supporting over 3M users.
- Collaborated closely with engineers and product managers in an agile environment to ensure high-quality execution.

Head of Product Design — Postpace.io | Nov 2020 – Sep 2024
- Led product design from concept to launch for a SaaS platform helping filmmakers manage feedback and cloud-based assets.
- Played a key role in securing $1.1M in funding by designing the product experience, website, and investor pitch materials.
- Redesigned the entire platform and established a modern design system using Figma and Tailwind, significantly improving team efficiency.
- Designed the mobile experience within PWA constraints, focusing on usability and performance.

Independent Designer — Freelance (Dubai, Hybrid) | 2018 – Apr 2020
- Designed websites and digital products for 5+ startups in accelerator programs.
- Selected as one of four UI designers for Massive Dynamic, a responsive WordPress theme that generated ~$1M in sales on ThemeForest.

Visual Designer — Vesta Systems (On-site, Shiraz) | Feb 2017 – Jan 2018
- Created brand books and social media style guides for multiple clients.

Skills

Product Strategy & UX • Design Systems • SaaS & E-commerce • B2B Products • AI-Assisted Design • User Research & Usability Testing • Prototyping & Wireframing • Information Architecture • Cross-functional Collaboration • Mobile & Web App Design

Tools

Figma • Adobe Creative Suite (Photoshop, Illustrator, After Effects) • Notion • Slack • Jira • Asana

Education

B.A. in Graphic Design — University of Shiraz, 2021