Kasra Ghavidel

Senior Product Designer

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With **8 years** of diverse design experience spanning various academic and professional contexts, my journey has taken me through **studios, startups, corporations, and freelancing** across sectors including ecommerce, real estate, maps and navigation, cultural, food, business services, and fintech.

I'm deeply commited to **collaborating** with multi-disciplinary teams and **co-designing** with our audience to drive meaningful change. I firmly believe in **iterative** teamwork to understand complex challenges, identify impactful problems worth solving, and create **humanity-centered, strategic, and experimental** solutions.

Read more about my **Approach**, **Experiences** and visit **Case Studies** on my website.

Selected Professional Experience

Product Design Lead
11/2022 - 07/2023
Cafe Bazaar: Application Marketplace

A prominent smartphone app marketplace with **+ 51 million** global users
- Led an **8 member** UX chapter consisting of designers and researchers
- Created a new community-based shopping product from scratch within a tight timeframe of **2 months**
- Optimizing the backstage ads panel leading to a **8% increace** in banner ad requests
- Mentored and guided junior designers, contributing to their professional development

Senior Product Designer
09/2021 - 11/2022
Balad: Maps & Navigation

A local map and navigation service with **+ 10 million** users
- Conducted discovery sessions and tested various solutions to address a complex problem, drug shortage, involving **17,000** users during the Experimental Phase
- Achieved a Search Success Rate of **52%** and an impressive Response Time of **less than 10 minutes**
- Collaborated with HR to create an innovative competency model
- Established a comprehensive design toolbox and provided mentorship to junior designers

Senior Product Designer
01/2021 - 09/2021
Address: Real Estate

A real estate platform enhancing the rental experience through validated listings and high-quality content
- Created a user-friendly interface, resulting in over **35% increase** in supply process efficiency
- Developed and tested solutions collaboratively, leading to a **50% reduction** in landlord onboarding time and **12% increase** in supply in less than 3 months
- Established a comprehensive integrated Brand guideline and design system

Designer
01/2019 - 01/2021
Studio Shizaru

An award-winning multidisciplinary firm with offices in both Tehran and Los Angeles
- Collaborated on **14 branding projects** for renowned businesses
- Collaborated in developing **3** comprehensive online brand / product **guidlines**
- Collaborated in creating over **10 motion graphics**

Intern (Scenariative Team)
11/2017 - 04/2018
Tehran Urban Innovation Center (TUIC)

Scenariative is a design collective focusing on **scenario-based design**. They approach "scenario" as both a context and/or product of design through a range of disciplines. Exploring the marriage of **design fiction** as a theme and **scenario planning as a design thinking method**, Scenariative produces alternative plausible futures to study the effects of products yet to be designed and developed.

Visual Designer
01/2015 - 02/2016
Khooger: E-commerce

As a visual designer at Khooger, an E-Commerce platform for home and office furniture, I focused on crafting **user interfaces**, conducting website **photography**, and handling **graphic design** projects.

| **Freelance Experience** | **NAKHODA/SAQI** | 07/2019 - 11/2022 |

Freelance Experience

NAKHODA/SAQI
Partner & Designer

07/2019 - 11/2022

A collaborative venture co-founded with Alireza Ebrahimkhani, a graphic designer and developer. Our work spans diverse B2B / B2C industries, with expertise in brand strategy, visual identity, product design, packaging, and communication. Our approach focuses on **strategy, exploration, and experimentation** while adopting **design thinking as a mindset**.

Notable clients include Eghtesad Novin Bank, Shahrzad Esfarjani, Respect Foods, Dastan-e-Shab Podcast, Neever Financial Group, and more.

Skills & Tools

Design Process
Proficient in *Human-centered* Design, Design Thinking and derived innovation processes
Comfortable with *Agile & Iterative* product development methodologies
Comfortable with *Facilitation* methods and tools for team workshops
Experienced at *Experiment Design* as a validation and insight gathering method
Experienced in *Brand Strategy*, *Brand Identity* & *Design Systems*

Research & Insight Gathering
Expert in *Qualitative User Research* methods such as interview & field study methods, secondary research, cognitive analysis, behavioral analysis, usability tests, etc.
Expert in *Quantitative User Research* methods such as surveys, A/B testing, card sorting, etc.

Interaction Design & Digital Prototyping
Proficient with Adobe XD, Figma, SparkAR
Some experiences with HTML, CSS, JavaScript, P5.js, Processing (Java)

Modeling & Physical Prototyping
Proficient with Rhino 3d Modeling, KeyShot Rendering
Familiar with Digital Fabrication (3d Printing, CNC, Laser-cut)

Visual Design & Motion Graphics
Proficient with Adobe Illustrator, Photoshop, InDesign, After Effects, and Digital Photography

Education

MA, Visual Communication
Soore University
Thesis: *The role of visual design on crafting trust-ability*

09/2020 - 09/2023

Architecture [Convergent Studios]
Caai School of Architecture

01/2017 - 09/2017

BE, Architecture
IAUCTB

09/2015 - 02/2019

BE, Urban Design
Tehran University of Arts

09/2013 - 02/2015

Academic Experience

Will Design Save Tehran?
Speculative Design Workshop

10/2019

Host: Future City Innovation Lab
Co-tutors: Mahan Mehrvarz (Innovation Strategist), Pooyan Bizet (Futurist), Sepehr Salehi

Languages

Farsi
Native

English
Working Proficiency

Certificates

Visit **Courses and Certificates** section on my website.