

Mehran Farhadi

Product Designer

Product Designer with 5+ years of experience in UX/UI, user research, and design systems. Proven track record of optimizing acquisition funnels, improving operational efficiency, and enhancing financial transparency. Passionate about human-centered design, data-driven decision-making, and cross-functional collaboration.

Experience

Snappfood

Oct 2022 - Present

SnappFood is the largest food and grocery delivery platform in Iran, with 8 million active users and over 1,500 employees. I work in the 'Delivery' squad, one of the most important and impactful parts of the product.

Product Designer - Delivery

Feb 2024 - Present

- **Optimized the courier acquisition flow**, reducing activation time by **40%** and **doubling sign-ups** during peak competition.
- **Revamped the in-app support system**, reducing Average Handling Time (AHT) by **90%** and cutting operational costs **4x** through self-service UX improvements.
- **Overhauled the financial reports & trip history UX**, improving transparency, usability, and trust, validated through usability testing and field research.
- Digitized the promoter acquisition process, shifting from offline to an integrated online system, leading to a **60%** reduction in operational costs and increased efficiency.
- Developed and launched the SnappFood Delivery Website, centralizing acquisition, retention, and training resources for couriers.
- Contributed to the implementation of the company's **design system** across **Android & Web platforms**, ensuring scalability and consistency.
- Led discovery workshops with cross-functional teams (Product, Engineering, Operations, and Support) to define key UX pain points and prioritize roadmap initiatives.
- Conducted extensive user research, including Surveys, User Interviews, Usability Testing, Card Sorting, and Field Studies, to validate design hypotheses and drive UX enhancements.
- Hands-on usability testing and field testing of the courier app to identify pain points and validate design decisions, leading to data-backed UX improvements.

Product Designer - People Experience

Oct 2022 - Feb 2024 (1 year 5 months)

- Enhanced employer branding and hiring efficiency by launching **SnappFood's Careers Website**, streamlining the job application process and improving candidate experience.
- Boosted internal engagement and motivation through **Fudos**, an **employee recognition system** that increased peer appreciation and retention.
- Optimized access to HR policies, organizational guidelines, and internal communications by developing **Foodzi**, a centralized knowledge hub, reducing information silos and improving self-service efficiency for employees.

AgSaCo

2 years 1 month

Company for Designing and Manufacturing Security Systems

UI/UX Designer

Sep 2020 - Sep 2022 (2 years 1 month)

- Designed and developed the Corporate Website
- Designed and developed Campaign Landing Pages

Hafezan Harim Sepahan

3 years 5 months

Company for Designing and Manufacturing Security Systems

Webmaster

Apr 2017 - Aug 2020 (3 years 5 months)

- Designed and developed the Corporate Website
- Designed and developed Campaign Landing Pages

Projects

Snapp Group

- Designed and developed the **Academy Website**
- Designed and built the **Events Website**
- Designed and built **seasonal and campaign-specific landing pages**

Zeemano

Healthcare E-commerce Platform

- Designed and developed an **e-commerce platform** for medical and healthcare products.

Contacts

Tehran, Iran

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Portfolio

imfarhadi.ir/portfolio

Skills

UX & Product Strategy

- Design Thinking & Problem-Solving
- Human-Centered Design
- UX Research & Usability Testing
- Cognitive Psychology & Usability
- Problem Reframing

UI & Interaction Design

- Design Systems & UI Components
- Prototyping & Wireframing
- Interaction Design

Collaboration & Product Delivery

- Agile & Cross-Functional Collaboration
- Stakeholder Management
- Design Process Optimization

Tools

Figma

Miro

Figjam

UX Research & Testing Tools

Hotjar

MS Clarity

Google Analytics

Certifications

Product design

Amanj Academy

Issued Nov 2023

UI Design

Amanj Academy

Issued Apr 2023

Digital Marketing Management

Dehban Digital Marketing Academy

Issued Jul 2022

Education

Arak University of Technology

B.Sc. Electrical & Electronics Engineering

Sep 2015 – Aug 2019