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# Farzin Pezeshgi

## EXPERIENCE

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### **Recommence, United Kingdom — Co-Founder, Product Designer & Design Engineer**

*Recommence* is a product discovery startup building AI-powered retail experiences. Its flagship product, *Shoppermo*, helps fashion shoppers improve their in-store shopping journey while helping retailers increase foot traffic, protect inventory, and create more effective discovery experiences.

January 2024 – Present

- Led the end-to-end design and implementation of Shoppermo, an AI-powered fashion retail product, taking it from 0-to-1 concept to a complete iOS app verified and released on the Apple App Store.
- Owned the full product design process, including market research, user flows, information architecture, wireframes, UI design, prototyping, usability testing, and product iteration.
- Built the mobile app front-end using Flutter, developed the marketing website with HTML, CSS, and JavaScript, and created an early retailer dashboard using React with AI-assisted coding workflows.
- Conducted research and validation with 50+ participants through surveys, interviews, usability testing, and a small pilot in Glasgow to evaluate user needs, shopping behaviour, and product direction.
- Managed founder-level responsibilities across product roadmap, prioritisation, marketing, validation, go-to-market exploration, business planning, and product delivery.

### **Azki.com, Tehran, Iran — Design Team Lead**

*Azki.com* is Iran's leading insurance aggregator and insurtech platform, serving more than 4 million active users through digital insurance comparison, purchase, and management services.

August 2023 – November 2024

- Led product design and design-system initiatives for Azki's core insurance and financial products, improving consistency, scalability, and usability across multiple product areas.
- Managed and mentored a 5-person design team consisting of 3 product designers, 1 UX writer, and 1 visual designer, strengthening delivery quality, critique practices, and collaboration with product and engineering stakeholders.
- Led research and discovery activities, including 80+ user interviews and usability tests and 13 surveys, to identify pain points and improve complex insurance and financial user journeys.
- Partnered closely with product managers, engineers, and business stakeholders to translate user needs, business goals, and technical constraints into shipped product solutions.

### **Azki.com, Tehran, Iran — Senior Product Designer**

January 2022 – August 2023

- Designed and managed a scalable design system with 100+ components, supporting 5 product ventures across Azki's insurance and financial ecosystem.
- Improved design-system adoption through documentation, usage guidelines, component specifications, and structured development handoff processes.
- Led the redesign of high-impact journeys including comparison pages, authentication flows, and homepage discovery, contributing to +21% comparison-page conversion, +37% sign-up/sign-in performance, and +17% average improvement in product-lines discovery.
- Planned and executed SUS evaluations across 5 product lines, then managed the improvement roadmap to translate usability findings into measurable product and UX enhancements.

## **Weblite, Tehran, Iran — Senior Product Designer**

*Weblite* was a large-scale Persian-language communication and education platform with 1M+ users, including teachers and students, and 50K+ daily active users across mobile and desktop experiences.

**January 2018 – August 2021**

- Worked as an early / founding product designer, shaping Weblite from early product definition into a large-scale Persian-language education and communication platform with 1M+ users and 50K+ daily active users.
- Designed a complete messenger system and 18 built-in services / micro-apps, covering 25+ core features across mobile and desktop experiences.
- Led 20+ research activities including interviews, surveys, and usability tests, contributing to an estimated 35% improvement in user retention and active usage in the second version.
- Created a Weblite design system with 55 components, design principles, and full documentation to improve consistency, scalability, and implementation clarity.

## **Sarv Art Centre, Tehran, Iran — Founder & UI/UX Designer**

*Independent design practice serving governmental and private-sector clients across digital product, interface and experience design.*

**December 2014 – March 2019**

- Founded and operated a UI/UX design practice delivering digital product design, interface design, user experience design and brand-adjacent design work.
- Collaborated with +50 clients to create efficient, usable and visually coherent digital products.

## **ChiCheraa, Tehran, Iran — UI/UX Designer**

*AI and machine-learning driven shopping tool designed to help users understand needs and make better purchase decisions.*

**November 2016 – December 2018**

- Designed and improved user experience for an intelligent shopping product using recommendation-driven product concepts.
- Worked as part of the product design team to improve product flows, usability and interface clarity.

## **Sepideh Danaei, Tehran, Iran — UI/UX Designer**

*Sepideh Danaei* is a well-known Iranian psychology publication focused on mental health and education.

**July 2015 – June 2016**

- Designed digital experiences for psychological testing, results review, psychologist communication and treatment-start workflows.
- Created user flows and interfaces for sensitive user journeys requiring clarity, trust and accessibility.

## **780, Tehran, Iran — UI/UX Designer**

*780* is financial services product focused on online payment gateway experiences with +5 million users.

**July 2014 – September 2014**

- Designed and improved online payment gateway experiences for a major financial services product.
- Worked on user flows and interface improvements for payment and transaction-related experiences.

## ADDITIONAL EXPERIENCES

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### Moment Sport, Tehran, Iran — Product Design Consultant

Moment Sport is one of Iran's most popular football fan engagement platforms, combining a sports NFT marketplace with fan-club experiences for 500K+ users and a team of 20+ employees.

November 2024 – June 2025

- Built the product design function part-time, hiring and mentoring 2 designers and establishing core design processes.
- Improved campaign conversion by 50%+ and made design-to-development 2x faster through stronger flows, messaging, and design-system work.

### PP, Tehran, Iran — Product Design Instructor

PP is one of Iran's leading product education institutes, with 3,000+ students and practical training across product design, UX, product management, design systems, and digital product development.

October 2024 – July 2025

- Designed and delivered practical product design training for 60 product design students and supported 90 product management students through UX research, product strategy, prototyping, design systems, usability testing, and agile collaboration workflows.
- Mentored students through portfolio projects, design critiques, case-study development, interview preparation, and hands-on product challenges for mobile, web, and SaaS products.
- Guided learners in Figma, AI-assisted workflows, stakeholder communication, developer handoff, and translating user problems into validated product solutions.

## EDUCATION

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- Shahed University, Tehran, Iran – Bachelor of Computer Engineering  
2012 – 2016 | Ranked in the top 10% of cohort

## OTHER CERTIFICATIONS

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- Human Centred Design – University of California, Coursera
- User Interface Design – University of Minnesota, Coursera
- User Centred Design – University of Minnesota, Coursera
- Enterprise Design Thinking – IBM

## SKILLS

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**Product Design & UX:** Product Design, UX Design, UI Design, UX/UI Design, Interaction Design, Mobile App Design, Web App Design, Responsive Design, SaaS Product Design, B2B, B2C, Information Architecture, User Flows, Wireframing, Prototyping, Product Discovery, Product Strategy, Design Thinking, Human-Centered Design, Conversion Optimization, Accessibility.

**Design Systems:** Design Systems, Component Libraries, UI Components, Figma Components, Design Tokens, Pattern Libraries, Design Documentation, Usage Guidelines, Design QA, Developer Handoff, Cross-Product Consistency, Design System Governance, Scalable UI.

**User Research & Validation:** User Research, UX Research, User Interviews, Usability Testing, Surveys, Research Synthesis, Journey Mapping, Personas, Heuristic Evaluation, Competitor Analysis, Market Research, A/B Testing, SUS, System Usability Scale, Product Validation, Pilot Testing.

**Design Engineering & Front-End:** Design Engineering, UX Engineering, Front-End Development, Flutter, Dart, HTML, CSS, JavaScript, React, Git, GitHub, App Store Publishing, Design-to-Code, Coded Prototypes, Software Development Lifecycle, Agile Development, Developer Collaboration.

**AI-assisted Product Workflows:** AI-assisted Product Design, AI-assisted UX Research, AI-assisted Development, Prompt Engineering, ChatGPT, Claude, GitHub Copilot, AI-assisted Ideation, Research Synthesis, UX Writing, Documentation, Design Critique, Prototyping, Coding, Debugging, Workflow Automation.

**Leadership & Collaboration:** Design Leadership, Team Leadership, Mentoring, Hiring, Design Reviews, Design Critiques, Design Process, Cross-Functional Collaboration, Stakeholder Management, Product Management Collaboration, Engineering Collaboration, C-Level Communication, Workshop Facilitation, Agile Collaboration.

**Tools & Platforms:** Figma, FigJam, Miro, Adobe Creative Suite, Jira, Notion, VS Code, GitHub, Maze, Hotjar, Prototyping Tools.

**Domains:** Fintech, Insurtech, SaaS, E-commerce, AI Products, AI Retail, Product Discovery, Mobile Applications, Web Applications, Marketplaces, Education Platforms, Messaging Platforms, Payment Products.

## LANGUAGES

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English: C2 – Persian: C2 – Turkish: B1 – Arabic: A1